

Strategic Consulting and Implementation Consortium

Superior strategies to managing People Systems Processes Products Projects Programmes Finances to deliver triple bottom-line

Development Consultants



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Partnering to tackle the world's development problems!

About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

Improving your business to business marketing

Introduction

This training exposes participants to skills required to sell to other organisations – private or public and the challenges of winning the deal against competitors. It brings new perspectives to developing new relationships as SLA or as strategic partners. While individual customers may buy products for consumption, organisations buy goods and services as part of input that requires conversion into end products for their markets maintaining a supply and value chain. The buying behaviour of organisation customers can be quite different. This has implications for successful marketing strategy designs.

Objectives

- To help participants explore opportunities in marketing to other business either at supplier level or as distribution level.
- Increase the earnings from selling to other organisations.
- Access huge opportunities in tendering and bidding for contracts for the supply of goods and services.

Who will benefit?

- Management level staff
- Marketing managers and officers
- Sales officers and bid managers

Duration

2 days

Location of Training

London, U.K.

The training can be conducted in-house on request.

Training fee

Standard course fee would cover instructing, course materials, certificate of attendance, sightseeing and lunch. The course can however be organised as a packaged short training programme to include airport pickup, London city transportation and lodging.

Individuals – £1050.00 (standard fee)

Organisations sponsoring two or more person (10% discount) - £945.00

Travel

Participants are encouraged to make personal arrangements early. We are able to provide general advice where this may be required

For additional information please contact us:

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This course is promoted subject to our [terms and conditions](#).