

# Business Short Courses



Available Fully Funded



Flexible Self Paced



Remote Learning



Tutor Lead

Running or managing a business can be a challenge, the biggest cost to any business is its staff, so the recruitment, retention and development of staff is imperative to a successful business model. The second biggest challenge will be developing a business strategy that allows the business to grow, this involves getting the right skills sets in the business and using them effectively. Investing in staff improvements using the fully funded courses from ESFA is a great move.

## WHAT IS BUSINESS STRATEGY?

Building a successful business strategy involves:

- Staff recruitment and development
- Investment in technologies
- Having a robust knowledge of your customers and collecting meaningful data to allow for customer interaction
- Having a road map - which is developed after completing in-depth SWOT analysis
- Building an agile sales strategy and the ability to communicate that strategy to your Team
- Managing and Building Effective Teams

## Courses Include:

- Build a Successful Sales Strategy,
- How to Hold Effective Meetings,
- The Art of Negotiation,
- How to write a Business Plan,
- Bid Writing and Grant Applications,
- Customer Segmenting and Prospecting,
- Elements of AI, Effective
- Networking,
- Business Communications,
- How to Increase Productivity
- Getting the Most of Staff
- Team Leading
- Conflict Management and Resolution