

# Marketing and Business Development Center

Sales and Marketing, Market Development, Strategic Planning for Growth, Brand Management, Image Management, Sales Data Analysis

## 2 Weeks Training Programs List

**Euro Training Ltd 2016-2017-2018**

3422 Old Capitol Trail #1116, Wilmington, DE 19808, USA WhatsApp 14154305181 Tel: 415 251 1367 Fax/Voice Mail: US +1 650 6492689

Program Code	Program Name (Click to Access Website Brochure with Current Dates)	Program Content Summary
BDM7002	Business Development Manager Skills Training	In this program you will learn about Fundamental Understanding of the Professional Issues, The Related Technology and Technical Issues, The Management Issues, The Work Processes, Professional Standards, Related Quality Assurance Methodology, Aligning your Departmental, Process and Personal Objectives with Organizational Mission, Vision, Strategic Objectives, Quality Policies and Requirements., The Brand Building Process, Marketing your Company, Coordinating the Business Processes, Explore New Business Opportunities, Implement Cultural Fit, Manage Key Accounts and Developing Strategic Business Alliances., Understanding Business Environment: Regulatory & Commercial., Understanding the Process, Preparation for Negotiations & Negotiating Tactics; , Personal Skills & Building High Performance Teams, Identifying New Sources & Contacts, Customers, Maintaining Existing Customer Accounts, Planning Sales & Marketing Strategies, Designing Sales & Marketing Strategies, Executive Presentations. , Participating in Trade Shows, Organizing Events, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
BDM7012	Business Development Manager Skills for International Companies Recruit from India and Gulf	In this program you will learn about Fundamental Understanding of the Professional Issues, The Related Technology and Technical Issues, The Management Issues, The Work Processes, Professional Standards, Related Quality Assurance Methodology, Aligning your Departmental, Process and Personal Objectives with Organizational Mission, Vision, Strategic Objectives, Quality Policies and Requirements., Specific Areas where you, your section, your department or your organization can take a Leadership Role., The Brand Building Process, Marketing your Company, Coordinating the Business Processes, Explore New Business Opportunities, Implement Cultural Fit, Manage Key Accounts and Developing Strategic Business Alliances., Understanding Business Environment: Regulatory & Commercial., Understanding the Process, Preparation for Negotiations & Negotiating Tactics; , Personal Skills & Building High Performance Teams, Identifying New Sources & Contacts, Customers, Maintaining Existing Customer Accounts, Planning Sales & Marketing Strategies, Designing Sales & Marketing Strategies, Executive Presentations. , Participating in Trade Shows, Organizing Events, Preparing an Action Plan., Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
BRM5012	Retailing Strategy and Management	Globalization is rapidly Expanding the Large Store Retailing Business. Innovating techniques and strategies are required to succeed in the changing market. Traditional retailers also need to adopt these strategies in order to survive and succeed. Too many long established retailers are losing out to new

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	<p><b>Skills for Successful Building Chain of Retail Outlets</b></p>	<p>innovative marketing chains. , This program will provide you the understanding and the skills required to not only survive but develop thriving business chains. It will also help you develop and implement strategies for Lon Term Success of your Organization. The program also covers the relevant Good and Best Industry Practices., Key Issues in Managing Large Chains, Customer's Processes:, Electronic Buying, Understanding Strategic Aspects:, Logistics Strategy, Building Loyal Customer Base, Publicity Strategy, Internet &amp; Electronic Strategies, Information Strategy, Service Retailing Strategy, Managing Chains, Service Delivery Management, Logistics, Vendor Management &amp; Development, Promotions, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.</p>
BSM7022	<p><b>Sales &amp; Marketing Manager Skills</b></p>	<p>In this program you will learn about Practical Skills; Good Practices and Best Practices for Understanding Business Environment; Understanding &amp; Fulfilling Customer Expectations; Negotiating Skills: Understanding the Process, Preparation for Negotiations, You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal &amp; external), Understanding Business Environment, Understanding &amp; Fulfilling Customer Expectations, Negotiating Skills, Developing Entrepreneurship, Identifying New Customers, Setting Appointments, Presenting Products, Developing Sales Plans, Developing Proposals, Managing Sales Team, Coaching Team Members, Customer Relationship Management, Strategies &amp; Projects for Exceeding Customer Expectations, Leadership in Sales &amp; Marketing, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.</p>
DMA3932	<p><b>Diversifying Your Business with Acquisitions - Strategies &amp; Action Plans</b></p>	<p>Under Revision. Please see <a href="http://www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf">www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf</a> or email: <a href="mailto:regn@eurotraining.com">regn@eurotraining.com</a></p>
EMT8052	<p><b>eMarketing - Technologies, Processes and Implementation</b></p>	<p>Under Revision. Please see <a href="http://www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf">www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf</a> or email: <a href="mailto:regn@eurotraining.com">regn@eurotraining.com</a></p>

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IBB1172	<b>Business-to-Business Internet Marketing Strategies &amp; Projects</b>	This is a step-by-step approach for Profiting from the fastest growing marketing channel for Businesses., Program covers the Strategic Opportunities available and how to convert them into Strategic Projects., Global & Regional Market Place, Technology Tools Available, What others are Doing, eMarketing, eFulfillment, eBuilding Customer Relationships, ePartnerships, eEnabling Supply Chains, Integrating eStrategies with Brick-and-Mortar Business, Strategic Opportunities for Your Organization, And More?., Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
MNB6222	<b>Business Networking for Exceptional Success</b>	Business Success and marketing success in particular, depends on the Manager & Professionals establishing relationships with other members of the supply chain. This program shows you the knowledge and skills, essential requirements, methods and tools frequently used by high performers in business., ?Effective business networking is the linking together of individuals who, through trust and relationship building, become walking, talking advertisements for one another.?, What Networking Can Do & What it Can Not Do., Identifying Your Strategic objectives, How Networking can help You Meet your Long Term Objectives, Building Trust, Choosing Helpful Networking Partners & Groups, Building Relationships, Become Approachable? Two Way Street, Understanding Team Working, Evaluate Networks and Individuals for Culture of Supporting & Helping, Becoming Visible in Networking Groups, Opportunities to Draw Attention to Yourself, Preparing for Networking Meetings, Networking Questions to Prepare, Identify & Establish Common Points of Interest, Converting Dull Questions into Conversation Starters, Manage your Body Language, Becoming a Network Contributor, Showing Interest in Others, Opening Maximum Channels of Communication, Personalize Communications, Share the Competency and Referral Power You Have , Visualize the Referrals you will Need One day ?Justifying Your Getting It, Formulate the Networking Referral You Need, Networking Follow through Good Practices, Avoiding Common Networking Mistakes, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
MNB6222	<b>Business Networking for Exceptional Success</b>	Business Success and marketing success in particular, depends on the Manager & Professionals establishing relationships with other members of the supply chain. This program shows you the knowledge and skills, essential requirements, methods and tools frequently used by high performers in business., ?Effective business networking is the linking together of individuals who, through trust and relationship building, become walking, talking advertisements for one another.?, What Networking Can Do & What it Can

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		<p>Not Do., Identifying Your Strategic objectives, How Networking can help You Meet your Long Term Objectives, Building Trust, Choosing Helpful Networking Partners &amp; Groups, Building Relationships, Become Approachable? Two Way Street, Understanding Team Working, Evaluate Networks and Individuals for Culture of Supporting &amp; Helping, Becoming Visible in Networking Groups, Opportunities to Draw Attention to Yourself, Preparing for Networking Meetings, Networking Questions to Prepare, Identify &amp; Establish Common Points of Interest, Converting Dull Questions into Conversation Starters, Manage your Body Language, Becoming a Network Contributor, Showing Interest in Others, Opening Maximum Channels of Communication, Personalize Communications, Share the Competency and Referral Power You Have , Visualize the Referrals you will Need One day ?Justifying Your Getting It, Formulate the Networking Referral You Need, Networking Follow through Good Practices, Avoiding Common Networking Mistakes, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.</p>
MPP3632	Product or Service Pricing Strategies and Empowered Management Systems	Under Revision. Please see <a href="http://www.eurotraining.com/plist/psumm/marketing-training-summ-1w.pdf">www.eurotraining.com/plist/psumm/marketing-training-summ-1w.pdf</a> or email: <a href="mailto:regn@eurotraining.com">regn@eurotraining.com</a>
MPR6722	Public Relations Management for Corporations	<p>This program provides the Public Relations and Service Department Managers the essential skills to create goodwill for your products, services and ideals. It aims to assist you do an effective job of building the Image of your Organization or department. It discusses the art and techniques for effective public relations (Image Building). Image building is discussed as an essential planned activity: including PR deliverables, Tasks, Resources and Strategy Options., Program content includes: Analysis &amp; Definition of PR Issues, Developing Action Plans, Communication &amp; Implementation, and, monitoring and evaluation of outcomes., Role of Public Relations in Achievement of Organizational Vision, Mission &amp; Strategies, Public Relations Internal &amp; External Customers, Customer Expectations from Public Relation Section, Public Relation Core Processes, Customer Relations Management Processes, Documenting, Communicating &amp; Controlling PR Processes, Monitoring PR Performance, Key Performance Indicators (KPI) , Service Level Agreements (SLAs) for PR, Improvement Process for PR Section, Some Exceeding Customer Expectations Ideas for PR Section, New Methods for Training for Public Relations Staff, Program Recommendations.</p>



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		Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
MPR7012	Customer Centered Public Relations Management	Under Revision. Please see <a href="http://www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf">www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf</a> or email: <a href="mailto:regn@eurotraining.com">regn@eurotraining.com</a>
PE3122	English for Marketing Professionals	Enabling you to understand the professional message accurately Helping you express your marketing related ideas clearly and professionally, Providing you professional confidence Helping faster learning through multiple tools and memory aids, Understanding your work processes (what marketing professionals are expected to do), marketing terms, Knowing the marketing vocabulary, marketing business situations, Practicing business situations, Professional phrases to communicate your message, Practicing clear handwriting methods, marketing business situations, Writing short informative phrases, Writing emails and memos, Writing professional letters, Writing and editing marketing reports, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
PMM2302	Oil & Gas Marketing Planning & Management	Under Revision. Please see <a href="http://www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf">www.eurotraining.com/plist/psumm/marketing-training-summ-2w.pdf</a> or email: <a href="mailto:regn@eurotraining.com">regn@eurotraining.com</a>
PRS7012	Designing Implementing & Managing A Public Relations Department Balanced Scorecard	This is a step-by-step approach to Understanding, Designing, Implementing & Managing a Public Relations Department Balanced Score Card., Participant will also learn how to incorporate Motivation, Team Work, Customer Focus, Good & Best Practices and Leadership in Public Relations through the Balanced Scorecard Implementation., What is the Balanced Scorecard?, Why do we need it?, Understanding the Public Relations Processes , Understanding the Strategic Aspects of Public Relations Activities, Understanding Organizational & Customer Needs from the Public Relations Department, Step-by-Step Developing the Balanced Scorecard, Methods for Measuring Performance Against Balance Scorecard, Planning, Organizing & Delegating for BSC Implementation, Communication & Coaching to Make BSC a Success, Resolving Measurement Disputes, Reporting and Publicizing Results, 50 Ways to Reward Public Relations Staff, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2;

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		Program Recommendations; An Individualized Action Plan for each Participant.
QKM8282	Marketing Knowledge Management System	Simplest definition of knowledge is - reusable work products. Knowledge includes the experience of leading organizations worldwide, your organization, the contracts and legal department and the employees., Knowledge management is a systematic approach to identifying, collecting, communicating, using and updating the reusable work products that apply to your marketing business units. To ease implementation this program shows you the step-by-step methodology to collect your organizations knowledge and make it available for decision making., Understanding what marketing knowledge is, What difference knowledge will make to your marketing business units performance, Identifying marketing knowledge for your organization, Collecting marketing knowledge, Communicating marketing knowledge throughout your organization., Making knowledge available in an easily reusable form, Monitoring the marketing knowledgebase, Continuous system for updating your marketing knowledgebase, Knowledge management team system, Using IT technology for knowledge management system, Legal and Contractual issues in knowledge management system, Intellectual property issues in knowledge management system, Security and confidentiality aspects of a knowledge management system, Human and motivational aspects of knowledge management success, Workshop: Prepare Implantation Plan for Your Marketing Knowledge Management System, Setting up Early warning system to Provide Decision Support Data, Workshop Case Studies 1, Workshop Case Studies 2, Program Recommendations, An Individualized Action Plan for each Participant, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.
XRM9752	Design of New Products and Services-Risk Management	This program provides the participant a range of practical skills to analyze and understand design risk management needs. It also helps devise strategies for the fulfillment of knowledge and skill requirements of the participants department/organization., Participant will take away a detailed understanding of the step-by-step methodology for preparing a corporate/departmental strategic design risk management plan., Understanding design risk management, Design risk management vocabulary, Understanding the design business environment and context, Comprehensive identification of known, emerging and hidden design risks, Determining design risk appetite, Analyzing the design risks, Evaluating the design risks, Preparing design risk treatment recommendations, Approved design risk treatment plans, Analyzing the residual risks after treatment plan, Preparing a design risk control plan, Controlling the design risks, Management reporting of design risk status, Coordinating with & consulting stakeholders, Getting management commitment for design risk management, Setting up and using a design risk

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		management team, Setting up a good management system framework of design risk management, Setting up a design risk management knowledgebase , Program Recommendations, Personalized design risk management assignment/workshop, Setting up Early warning system to Provide Decision Support Data, Workshop Case Studies 1, Workshop Case Studies 2, Program Recommendations, An Individualized Action Plan for each Participant, Program Recommendations. Workshop Case Studies 1; Program Recommendations. Advanced Discussions on Program Topics; Workshop Case Studies 2; Program Recommendations; An Individualized Action Plan for each Participant.