

ESE Marketing and Business Development with the Public Sector

Public sector contracts offer one of the few opportunities to survive through the recession. This course helps delegates to understand public sector customers and to find the best business opportunities and develop them. This course will provide you with the skills you need to develop business with the public sector. The course takes established theory and applies it to the construction public sector Clients. The course includes workshop sessions where participants address issues specific to their business.

The course is designed for those who have experience of the construction industry but who are new to the public sector. It provides an overview of the key marketing skills necessary to develop business with the public sector. Designed around public sector construction industry experience, it uses industry specific issues and examples to introduce key marketing skills.

The programme introduces the key aspects of the marketing mix for improving business sales and profitability as well as understanding how to interact with the customer. Marketing Communications is probably the most visible (and expensive) aspect of marketing in the construction industry. The theory behind the different methods is supported with practical guidance on the key industry publications, both electronic and paper based. The programme concludes by examining methods of Market Research, some sources of information and the important issue of Competitive Pressure.

Designed to help you to build the broad range of skills your business needs to achieve sustainable and accelerating growth, the **ESE Marketing and Business Development** course will:

- show you how to find business opportunities and to best develop them
- help you to communicate more effectively with new customers
- provide skills for Key Account Management
- develop Behavioural and Systematic skills

Objectives

The ESE Effective Business Development with the Public Sector course aims to train you to:

- understand your competitive position
- understand the principles of marketing
- develop a marketing plan
- identify public sector market opportunities
- find new public sector customers
- learn more about public sector customers and retain them

Outline Programme

- Objectives of the day
- Overview of the public sector market
- What public sector customers want
- Principles of marketing best practice
- Principles of Key Account Management

Course Leader Neil Jarrett

Neil Jarrett is a Chartered Civil Engineer with qualifications and experience in Business Management. His early career was in the management, design and supervision of major construction projects in the UK and overseas where he gained a wide appreciation of scientific, engineering and environmental issues. After this he took a business degree and started management of consultancy and applied research in the Business and Construction Process Disciplines. His specialist knowledge includes supply chain partnering, establishing collaborative contracts, risk and design management. He is a trained

facilitator and has run workshops for HM Treasury, NHS Estates, DETR, Local Authority and Contractor organisations.

In 2002 Neil set up and led the Collaborative Working Centre, an organisation to provide training and support to Clients and Contractors to help them to develop and implement a strategic approach to supply chain management. The organisation is supported by the Department of Trade and Industry and Construction Industry Training Board.

FOR MORE DETAILS

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