



The Director's Master Class

This Master Class is for managing directors, marketing and sales directors, and all members of the top team who are interested in improving both the top and bottom line.

The **'Directors'** Master Class will inspire you like no other training experience. Individual exercises and syndicate sessions will offer a 'hands-on' demonstration of how directors can motivate everybody in the company to focus on achieving maximum profitability.

In this new age of opportunity, there are rewards aplenty for those prepared to grasp the nettle. Directors will discover how to create a dynamic Action Plan for their business - using the Xel Training SIBMAX-SP Master Plan to provide the inspiration for the construction of a tailored, practical, workable and realistic plan that will move any business into the 21st century - on the up-curve.

Course objectives

- To stay in business
- To maximise sales and profits
- To get more enjoyment out of running your business

Delegates will learn

- How to work **ON** the business, not **IN** the business
- How to develop a job description for a Managing and Marketing Director
- How to find the time to manage effectively
- The pursuit of profit - how to develop a SIBMAX-SP Master Plan
- To decide which management, sales policies and styles result in maximising profits
- How to minimise bad debts, and get your invoices paid faster
- Why sales promotions may not generate enough business
- How to prevent your employees from stealing your business
- How to use job titles to boost sales
- How to develop mission statements that mean business