

# ROCHDALE COUNCIL FREE BUSINESS SUPPORT WINTER TRAINING PROGRAMME

Don't miss out on this exciting package of FREE business training courses running throughout February and March designed to help your business thrive and grow.

All courses are free of charge to Rochdale borough businesses only (employing less than 250 staff). For businesses outside of the borough or more than 250 staff, a small charge of £25 per course is applied. Places are limited so please book early to avoid disappointment.

To book any of the courses please contact Lucy Pinto on Tel: 01706 926641 or email: [lucy.pinto@rochdale.gov.uk](mailto:lucy.pinto@rochdale.gov.uk)

Access to Finance – delivered by  
So Business Solutions (NEW)

**Wednesday 01 February, 9am – 12pm, Denehurst Suite,  
Rochdale AFC**

So, your business needs finance? If the answer is yes then come along to this 3 hour seminar and find out about the types of business finance available, how to apply, and understand what investors are looking for in your application.

RMBC Business Breakfast

**Thursday 02 February, 8am – 9.30am,  
Heywood Sports Village**

Join us for Breakfast and meet the Chief Executive of Rochdale Council, get your questions answered and network with other businesses around the Borough.

Business Planning – delivered by  
Prosper Associates (NEW)

**Monday 06 February, 9.30am – 4.30pm,  
Castlemere Community Centre**

**Monday 05 March, 9.30am – 4.30pm, Keytech Lounge,  
Rochdale AFC**

Every successful business has to regularly review its business plan to ensure it continues to meet its needs and responds to variations in the market such as the economy, its customer base and competition. Reviewing your business plan on a regular basis will aid the process for identifying the most likely strategies for growing your business.

Enhancing Customer Care –  
delivered by Training Works

**Tuesday 07 February, 9am – 1pm, Keytech Lounge,  
Rochdale AFC**

**Tuesday 06 March, 9am – 1pm, Keytech Lounge,  
Rochdale AFC**

Suitable for any member of staff within your organisation dealing with customers. This highly interactive training module will give you an insight into the importance of every single interaction with a customer and give delegates the skills to be able to deal with customers confidently in a warm and professional way, conduct excellent telephone behaviour, and build effective relationships with your customers.

Finance for Non Financial Managers –  
delivered by 5TM

**Wednesday 08 February, 9am – 1pm, Castlemere  
Community Centre**

**Wednesday 21 March, 9am – 1pm, Keytech Lounge,  
Rochdale AFC**

Need help understanding your business accounts? This course will enable you to produce your own cashflow statements and forecasts, understand what your Profit & Loss Account and Balance Sheet actually means and help you budget better and keep cash in your business for longer!

## Wind: The Business Opportunity! – delivered by Envirolink (NEW)

**Thursday 09 February, 8am – 12.30pm,  
Hopwood Hall College, Middleton Campus**

The offshore and onshore wind sector is set to grow significantly. The opportunities cover a broad range of technologies and services from environmental assessment to heavy fabrication. This event will provide an up-to-date briefing on the scale of opportunity, industry requirements and support available to Rochdale borough businesses.

If your business is in the manufacturing, engineering or maintenance industries, this event is for you.

## Databases & Direct Marketing – delivered by Charter Solutions (NEW)

**Monday 13 February, 9am – 1pm,  
Unique Enterprise Centre**

**Monday 19 March, 9am – 1pm, Unique Enterprise Centre**

Databases and direct marketing activities are cost effective and proven effective marketing tools that will help grow your business. This half-day, hands-on workshop using a PC will give information and practical advice on building a database, how to manage it to ensure it is kept up-to-date, how to design and write eye catching direct mail literature and how to combine these two elements through the use of mail merge.

## Marketing – delivered by So Business Solutions

**Wednesday 15 February, 9am – 12pm, Denehurst Suite,  
Rochdale AFC**

**Wednesday 14 March, 9am – 12pm, Keytech Lounge,  
Rochdale AFC**

A highly recommended training course suitable for small business owners or more senior members of staff within your organisation who carry out marketing activities. During this 3 hour session you will learn 4 x marketing modules including marketing strategy, branding, the marketing mix and marketing communications.

## Time Management – delivered by Prosper Associates (NEW)

**Thursday 16 February, 9.30am – 4.30pm,  
Castlemere Community Centre**

**Monday 12 March, 9.30am – 4.30pm, Keytech Lounge,  
Rochdale AFC**

Take control of your time, be more efficient in your work and happier in your life! This workshop will focus on managing time, managing your workload, delegation, achieving results and improving the effectiveness and efficiency of tasks.

## Sales – delivered by the University of Bolton

**Monday 20 February, 9.30am – 1pm, Denehurst Suite,  
Rochdale AFC**

A highly recommended course aimed at business owners / managers wanting to improve sales performance. You will learn a new concept in sales performance and how to guarantee selling success!

## Guerrilla Marketing – delivered by Great Marketing Works

**Tuesday 21 February, 10am – 1pm, Denehurst Suite,  
Rochdale AFC**

**Wednesday 07 March, 10am – 1pm, Keytech Lounge,  
Rochdale AFC**

If you are looking for a completely new learning style and want to see results fast within your business at low cost, this course is for you!

A highly interactive session ideal to follow on from our Marketing course, this workshop will provide you with inspiration and guerrilla marketing tactics you can deploy that won't cost you a fortune and will produce results.

## Social Media Marketing for Beginners - delivered by Why Not Change? (NEW)

**Wednesday 22 February, 9.30am – 4.30pm,  
Unique Enterprise Centre**

**Thursday 15 March, 9.30am – 4.30pm,  
Unique Enterprise Centre**

A practical full day workshop which enables businesses with little or no experience of social media to understand what social media is and how it can be used to grow their own business. Aimed at beginners, participants will leave with three main social media profiles set up, be able to post relevant engaging content, and be able to deal with feedback.

Please note: Due to the limited spaces available on this course we recommend you book early to avoid disappointment. Participants are required to have a good understanding of using the PC / internet.

## Get Social Media Savvy – delivered by SO Business Solutions

**Wednesday 29 February, 9.30am – 12.30pm,  
Denehurst Suite, Rochdale AFC**

**Wednesday 28 March, 9.30am – 12.30pm,  
Keytech Lounge, Rochdale AFC**

This advanced course is for regular social media users who want to see more results from successful social media campaigns. This 3-hour module will teach you how to use social media for your business, how to engage with your audience effectively, promote best practice, top tips and lead to bottom line results.

## e-Marketing – delivered by Great Marketing Works

**Tuesday 28 February, 10am – 4pm,  
Unique Enterprise Centre**

**Thursday 29 March, 10am – 4pm,  
Unique Enterprise Centre**

This full day course will give you an insight on how to improve your presence on the world wide web, offer you lots of ideas for digital marketing, learn about search engine optimisation, analytics and everything you need to know about e-marketing!

## Telesales – delivered by Charter Solutions

**Tuesday 13 March, 9am – 1pm, Keytech Lounge,  
Rochdale AFC**

This training module is designed for anybody in business who wants to sell successfully over the phone. You will learn how to prepare for a call, develop your elevator pitch, learn how to handle the 'blockers', persistence techniques, questioning skills, presenting your product or service, objection handling and closing that sale!

## Sell, Pitch & Present – delivered by So Business Solutions

**Tuesday 20 March, 9am – 12pm, Denehurst Suite,  
Rochdale AFC**

A highly recommended course for business owners / managers wanting to improve presentation skills and techniques.

You will learn how to overcome your fears of selling, how to communicate effectively, the do's and don'ts of Powerpoint, fine tune your presenting skills and, if you are brave enough, deliver your own presentation pitch!

## Credit Control – delivered by So Business Solutions (NEW)

**Thursday 22 March, 9am – 12pm, Keytech Lounge,  
Rochdale AFC**

A 3-hour workshop to improve the cash position of a growing business by addressing the cost of credit and looking at effective recovery solutions.