



Effective Business Case Course Brochure

1 Day Practical Workshop



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Effective Business Case Course Outline

COURSE OVERVIEW

This 1-Day Business Case training provides insight into the importance of the sales cycle and how it affects sales planning and business development. Learners on this course will gain knowledge on how a good business case will explain the problem, identify all the possible options to address it, and allow decision-makers to decide which course of action will be best for the organisation.

This course is designed to help learners to recognise the differences between organisational and consumer buying and match the key competencies to how they contribute to success in sales.

TOPICS COVERED

This course will provide a tailored interactive Effective Business Case session for your team.

Below you will find the course outline detailing all the topics covered on the training programme.

- Choose your business idea
- Define your business objective
- Determine the functions of your business case
- Prepare a generic structure of a business case
- Research your business idea by needed topics
- Align business idea, strategy and processes
- Determine the best angle to sell your business case
- Write your business case content
- Adapt your business case to various decision makers

Our training courses have been designed to help your staff to enhance and build on their existing skills, boosting individual and team performance and productivity.

Our Training Methodology

Our approach to training is hands on and participatory. We know from experience that when content is engaging, people remember. We use a combination of classroom study, practical and scenario based exercises, small group discussions and role-play (when appropriate) to keep learners engaged.



Role-play
Opportunity to practise a specific work related situation to support a particular learning or skill.



Case Studies
Analyze an organization and how it benefited by implementing specific solutions.



Trainer Expertise
Our trainers combine professional training know-how with extensive experience in their own specialised field to meet your learning needs.



“The experience we’ve had with DCM throughout the whole process has been second to none. You’ve all been extremely helpful, very accommodating and pleasure to work with. We look forward to dealing with you in the future!”

Karen Fennessy
HR Administrator
Teckro

teckro

96% of learners would recommend our training courses to others.

521 companies & government agencies we worked with in 2018.

93% of clients say they're very or extremely satisfied with our trainers



Identify | Tailor & Design

We assess your development needs and create processes to align them strategically with your business goals



Training Delivery

Training is delivered in your chosen location and we train staff in a way that suits your business needs.



Post Training Evaluation & Measurable ROI

Measure the impact of the training, ensure the learning is being applied and expected results are achieved.



Why Choose DCM

At DCM we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 45 full-time training consultants plus support staff (56 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We have worked with the biggest brands in Ireland including Symantec, Dell, EA, Ericsson and Coca Cola, so you can have confidence in our ability to deliver the results you want to achieve.





Our Team of Experts

One moment of inspiration can transform your working life and change your approach for good. That is why we recruit only the most talented learning consultants, and continually monitor your feedback to make sure you're getting the quality of learning experience you deserve.



We have 45 trainers experts with years of industry and training experience dedicated to teach Business Skills, Leadership & Management.



That we delivered in-house training in 2018.



Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

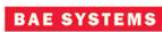
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

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📍 Guinness Enterprise
Centre

CORK

☎ 021 2429691
✉ cork@dcmlearning.ie
📍 Atrium Business Centre
Blackpool Business Park

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