

orvia[®] The Glasshouse Series

- for businesses aspiring to grow

Strategic planning to increase sales and retain customers

Geoff Reeves

16th September 2011– Ribby Hall Hotel

Course Overview

This high impact masterclass will provide you with a full understanding of how to embrace new marketing techniques to maximise your sales potential. You will also learn how to create long term profitable relationships and understand what drives people to buy and the importance of communication and negotiation in the selling process.

This Course covers:

- The key marketing principles every business should know
- How targeting less people can make you more money
- New marketing techniques including twitter, facebook, you tube and linkedin
- 7 relationship building strategies for your business
- Understanding the psychology of buying
- The power of communication in the selling process
- Negotiation skills
- Effective influencing

Biography

Geoff has over 25 years experience of working at a senior level within Coca Cola as the general manager for the United Kingdom where he was responsible for Sales, Distribution, Marketing, Training, Vending, Wholesale, Finance, Production and had 100% Budgetary control and accountability.

In 2000 Geoff faced his fears and overcame a lifetime fear of water and learned to swim and after 8 months became a PADI Scuba Diving Instructor. Over the next 2 years Geoff opened a 3,000 square foot Water Sports Centre taking it from a warehouse with 4 walls and nothing else, into a Padi Instructor Development Centre, O'Neill major stockist and a turnover of £200,000.

Over the last 4 years Geoff has worked with over 400 new and existing businesses to help them grow and is passionate about sharing his knowledge and skills.

All master classes are charged at £500 (incl of VAT) for a full day and include lunch, snacks and refreshments and are held in the award-winning Ribby Hall Village conference and training venue located between Preston and Blackpool.

We have access to 50% match funding for these courses

To book your place:

E-mail: Saesela.razvi@orvia.co.uk

Telephone: 01772 42 22 42

Website: www.orvia.co.uk

Skills Training Programme



orvia[®]

Your best friend in business™