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Corporate Training



In order to achieve your organizational needs, you need to rely on your people. We can partner with you to develop a customized training program that would fit into your long-term strategy. By delivering training on-site we could save your hard-earned dollars and optimize training effectiveness.

Our instructors are subject-matter experts in their respective disciplines with extensive real-world experience coupled with teaching careers at the leading Southeast Michigan institutions of higher education. They employ highly interactive approach, and can help you

improve your chances for success.

We offer training on a wide range of small business topics:

Professional Skills Development

Marketing and Sales

Time Management

Project Management Skills

Innovation through Creativity

Basics of Customer Service

Negotiation Skills

Change Management

Process Improvement

Conflict Resolution and Negotiation

Teambuilding

Business start-up issues

Business plan development

Computer training

Our most popular courses include:

*Innovative Marketing*

This course discusses ways to differentiate your business. Effective marketing is the key to achieve brand recognition and trust within your community. You will be presented various tactics and case studies to help your business grow. Topic of Referral channel will be covered in great detail.

*Selling for non-sales*

Gain an advantage over your peers and colleagues who did not have sales training. The truth is that regardless of your business role, you often find yourself in situations that require sales skills. You will learn how to get ready for the sales call, what questions to ask, navigate pitfalls, and close the deal.

### *Financial Statements preparation*

Whatever business you are in, you are in it to make money. This course will help you figure out your bottom line and better manage your business. We will teach you how to manage spreadsheets, understand revenue and cost, perform forecasts and projections, analyze variance, and calculate break-even point. Most importantly, we will show you how to prepare balance sheets, cash flow statements and income statements.

### *Microsoft Office applications*

Whether you work for Fortune 50 company, or are self-employed, chances are you need to use one or more applications from the Microsoft Office suite. We offer Beginners, Intermediate, Advanced, and Guru-level courses to meet your Microsoft Word, Excel, PowerPoint, Access, Outlook, and Project needs. Our hands-on approach uses real-life examples that would apply to your most unique situations. Even if you consider yourself an expert in the field, our

Microsoft-certified instructors will introduce you to topics, such as VBA (Visual Basic for Applications) that can help you automate your business and run it more efficiently. Microsoft Office versions that we can support are: Office '97, Office '2000, Office XP, Office '2003, Office '2007, and Office '2010.