



► COURSE VENUE

Ask your consultant to write the course address here

► ON THE DAY

- › Start at 9am, finish at 3pm
- › Just come along and enjoy
- › We provide all course material
- › Tea and coffees are provided
- › There are no formal tests or assessments – so relax
- › Come with an open mind and sense of humour
- › Bring your lunch

► NOTE

If you can't attend, please advise your Habit consultant at least one day prior



► HOW WILL THIS TRAINING BENEFIT YOU?

If you have a current business needing clearer direction to grow or looking to start a new business then this is the course for you.

- › Learn about the importance of adding value not competing on price
- › Learn about creating a ideal customer profile so you can be more targeted with your marketing and product/service design
- › Understand the importance of research and development and embracing the wave of tech change affecting all of society
- › Learn how to create an amazing customer experience that keeps them coming back
- › Create a plan to succeed

► BUSINESS DEVELOPMENT AND PLANNING SKILLS



Your Habit Consultants Name is:

Contact Phone Number is:

FOR MORE INFORMATION

Ring your Habit consultant directly



▶ MAKE IT YOURS

- › Gain the Apex NZ Certificate in Business Development and Planning

▶ YOUR TRAINER

- › Apex NZ trainers are highly trained and educated
- › Handpicked for their industry knowledge and experience
- › Proven in their ability to deliver highly engaging training that responds to the learning needs of course participants
- › Our trainers are friendly and helpful with the sole aim of providing you with a fun and interesting learning experience
- › Come along and enjoy

▶ WHAT YOU WILL LEARN

Add value to a company by being able to:

- › Identify your businesses unique selling points
- › Identify who your customers are and what they want
- › Complete an environmental scan
- › Complete a SWOT analysis
- › Write SMART business goals
- › Identify your goals going forward
- › Explain features and sell benefits
- › Identify places you go to for further help

From this day we will create a draft business plan for you

“Brilliant stuff. Even though I have done this before I learned much more and feel more confident and inspired”

Participants consistently rate this course as highly interesting, engaging and would recommend it to others

▶ SMALL GROUP TRAINING

Apex NZ courses typically have small numbers.

