



Business
Planning

Know Your
Markets

From Plan
to Delivery

Managing
Relationships

Making it
All Add Up

Trade Development Business Programme Food and Drink Wales Commercial Skills Academy

Commercial Skills Programme

The Commercial Skills Programme is a series of workshops and 1:1 support aimed at all Welsh food & drink businesses. The programme provides practical advice and support to businesses in order to develop capability in delivering commercial plans across all business functions.

How you can benefit

Fast growing businesses have to make critical commercial decisions on a daily basis. This applies to business leaders and managers in all functions. In today's competitive environment it is important that all functions can think beyond their own specialism and ensure that their efforts support the efforts of the business as a whole. The Commercial Skills Programme is an opportunity for professionals from all functions within your business to acquire those critical skills.

The Programme

A series of five one-day workshops each held in both North and South Wales. Participants can sign up for all workshops, or choose which programmes best suit their needs.

- Business Planning
- Understanding Your Markets
- From Plan to Delivery (Operations and the commercial plan)
- Managing Customer Relationships
- Making it All Add Up (Finance for non-financial managers)

On signing up for the programme we will talk to you about your needs and business issues. After each workshop you will get a 1:1 follow-up to help you maximise practical benefits from the day.

At the end of the programme we help you build an action plan to help drive the benefits throughout the business.

Who Should Attend?

This programme is designed for all managers and executives who are keen to sharpen their essential commercial skills. It is well suited to executives outside traditional commercial function who wish to develop a broader understanding of how businesses work.

- Business owners
- Sales and Marketing exec./managers
- Operations Managers
- Supply Chain Managers
- Technical Managers
- Finance Managers
- NPD Managers



If you would like to find out more about this programme please click
www.levercliff.co.uk/commercial-skills-programme/
Alternatively please contact Helen Houlbrook bwyd-food@levercliff.co.uk
Telephone: 01691 770055 for more information.