

ACCESS MARKETS AND MARKETING: COURSE OUTLINE

A five-day training week on two of the ten tools. Each topic has a short lesson, a video and a quiz.

1. MARKET READINESS

Seven lessons on finding customers and keeping them - who to sell to, how to reach them, and how to be the one they choose.

1. Introduction to access to market
2. How to access market case studies
3. How to develop new markets
4. How to access consumer market
5. How to access business market
6. How to access government market
7. How to access the export market

2. STAKEHOLDER MANAGEMENT

Seven lessons on the people around the business - customers, suppliers, staff, the municipality, the community - and keeping them on your side.

1. Introduction to stakeholder management
2. Stakeholder management case studies
3. How to identify key stakeholders
4. How to identify stakeholder requirements
5. How to communicate with stakeholders
6. How to develop and implement stakeholder engagement process
7. How to resolve stakeholder conflicts