

ICP is pleased to offer a training course entitled:

BUSINESS COMMUNICATION SKILLS

Management :

- Overview about management.
- How to be a better manager ?
- Planning and related analysis – organizing – directing – controlling.
- Making decisions
- Problem solving
- Better time management

Sales and marketing :

- The sales and marketing interface
- Philosophies
- Communication skills
- Developing loyalty
- Recognizing an opportunity
- The marketing environment
- Marketing research
- Deepening existing relationships
- Networking and gaining referrals
- B2C – B2B – B2G – G2C
- Organizational buying
- Presentations : desired result ,features and benefit, framework
- Selecting the perfect customer : segmentation , targeting positioning.
- Creating perfect offers : product, price, place ,promotion (marketing mix)
- Planning and controlling : marketing planning ,forecasting and controlling.
- Closing and follow up a sale .

International logistics:

- Logistics principles
- Activities performed by the logistics function: distribution, transportation , global logistics and inventory control.
- Logistics as a strategic function that creates value.
- Supply chain management.
- Challenges faced by supply chain professionals
- Assess the role logistics plays in global business.

- The importance of culturally appropriate behavior when dealing with customers , international customers, projects and transport.
- Economic and service characteristic of international transportation providers.

English for Business :-

kinds of international CV's-All kinds of business letters-Business interaction- Business deals-Freightage-Freightage clearance

Duration: The training will start on **Friday, Aug. 04th, 2017** for **30** hours (12 sessions) according to the following schedule:

Date	Day	Time
04/8/2017	Friday	4:00-6:30
11/8/2017	Friday	4:00-6:30
18/8/2017	Friday	4:00-6:30
25/8/2017	Friday	4:00-6:30
08/9/2017	Friday	4:00-6:30
15/9/2017	Friday	4:00-6:30
22/9/2017	Friday	4:00-6:30
29/9/2017	Friday	4:00-6:30
06/10/2017	Friday	4:00-6:30
13/10/2017	Friday	4:00-6:30
20/10/2017	Friday	4:00-6:30
27/10/2017	Friday	4:00-6:30

Course fee: US\$ 150 per participant, to be paid upon registration, which covers training materials and Certificate of Completion that will be granted to participants at the end of the course.

For Registration: the participant has to fill in the attached *Application for Admission* and submit it to the ICP by **Aug. 02nd, 2017** at the latest.

- **Place:** Institute for Community Partnership / Bethlehem University.

Note: At least 20 case studies – 20 activities – 15 videos – 40 examples will be used during the training.