

# the marketors





## Workshop Overview

Commercial awareness is one of the key attributes sought after by many employers, and is seen as being essential to employability. Having a sound commercial awareness is the ability to understand what makes a business or organisation successful, through either buying or selling products. This course provides an overview of the financial drivers of the business and then helps delegates to consider the strategic thinking tools required to plot the forward course.



## Benefits

Delegates attending this workshop will gain a good grounding in finance and profitability as well as strategic planning and implementation.

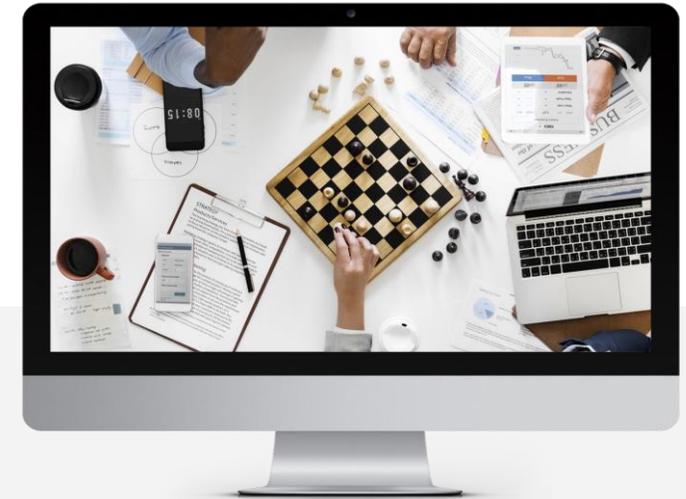


## Who should attend ?

Anyone new to the business world or more experienced in the corporate sector will be well suited to this course. Those working across all functions of an organisation will benefit from a well-rounded commercial outlook.

## Outcomes & Content

- ✓ Understanding the balance sheet
- ✓ Profit and loss account
- ✓ Cash flow and management accounts
- ✓ A practical definition of strategy
- ✓ The current environment and capabilities
- ✓ Steps to devise a mission and vision statement
- ✓ Skills and resources to achieve the vision
- ✓ Generation of strategic and tactical objectives



## ABOUT US

The Marketors are the training arm of the POLARIS group providing organisations with a global network of thought leaders, trainers and subject matter experts who spearhead excellence across the marketing profession.

Our vision is to revolutionise the way in which marketing and sales training is delivered, received and used, in order to create actionable insights, personal development and drive business growth.

We aim to raise capability and empower individuals and businesses to improve their performance, return on investments and economic growth.



100

Countries



50

languages



250

Trainers



180

Courses





## RAISING CAPABILITIES

Working with The Marketors gives you exposure to the best-practice techniques that have been tried and tested across some of the world's largest brands. All of the training we design and deliver is shaped by insights, has a practical focus, and has the aim of raising capabilities and creating a positive and transformational impact.

We build world-class performance through our customised and bespoke solutions which are driven entirely by business needs. Our global reach, extensive knowledge and vast experience ensures that no matter what the business issue, we can be relied upon to improve your marketing, communications and sales capabilities.



### Global Reach

Flexible and diverse trainer pool



### People Transformation

Behavioural change experts



### Business Impact

Propelling people's performance



### Bespoke Solutions

Made to measure learning.

## OUR APPROACH

We work with organisations all over the world to help them raise their capability in sales and marketing to support and drive their business strategy. Positive and transformational impact is at the heart of our offerings and our approach is consultative, solution oriented and focused upon measurable results for the individual and organisation. We act as your learning partner by bringing together some of the world's leading companies, marketing experts, consultants and trainers.



SOSTAC®

Smart  
Insights

The Marketing &  
Leadership Academy  
Aspire to Inspire

CS Circus Street™



## WHY WORK WITH US?

- We work with organisations all over the world to help them raise their capability in marketing to support and drive their business strategy.
  - We act as your learning partner by bringing together some of the worlds leading marketing experts, consultants and trainers.
  - We draw on the their expertise to build transformational learning programmes to propel every area of your business, meeting the needs of your employees and achieving the businesses strategic aims.
  - Positive and transformational Impact is at the heart of our offerings and our approach is consultative, solution orientated and focussed upon measurable results for the individual and organisation.
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## CONTACT US



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### Stay Connected

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