

YOUTH SKILLS CONNECTIONS PROGRAM



BUSINESS DEVELOPMENT, MARKETING & SALES

COURSE OUTLINE

This course will run from May 7th until May 11th, at Lambton College in room L205 between 6 – 8pm.

This course will guide participants through the Business Development process and help them develop fundamental skills such as:

- Prospecting
- Market Analysis
- Customer Relationship Management
- Sales Preparation
- Closing

The Business Development, Marketing & Sales course has been developed and will be taught by serial entrepreneur Brian Maxfield. Brian has built several businesses which include illumiTap, CrystalKayak and RentalTrax.

Participants wishing to sign up for this course must have, at a minimum, a 2 year College Diploma.

FOR MORE INFORMATION

Email: SarniaYSC@lambtoncollege.ca
or register for this course at www.sarniaysc.ca

