

Sales and Marketing

Learn how to grow your business through effective sales and marketing. We will guide you through a project based on your business that will address the practical aspects of marketing your business. It will look at what marketing activities are best for you. We will help you to plan and implement marketing activities. We will also investigate how to track and manage your customer relationships and how to turn one-off customers into long-term customers.

Sales and Promotions

Increase your sales volume through effective sales and promotions. To achieve excellent results we will provide you with the tools to build a successful product display. Included is the knowledge and skills to effectively communicate your product benefits and to develop and deliver a sales presentation, which will increase your sales results.

Managing Customer Service

Maintaining good customer service is more than 'customer service training' for staff. Managing Customer Service is about using tools to design and implement processes which will provide continuous improvement, to ensure the quality of service meets and exceeds customer expectations every time. The emphasis is on skills and knowledge in analysing and developing systems to prevent poor customer service, this means you won't have to deal with the results of poor customer service, and you will turn potential unhappy customers into happy customers.

Business Finance

Financial planning and analysis is important for all businesses. Financial records provide information about your business that will help you to make informed business decisions. We will review the accounting process with an aim to understand the basic features of accounting and the purpose behind keeping financial records. We will then look at how this financial information can be used for decision-making.

Budgeting

Develop the skills and knowledge required by managers and supervisors to prepare and monitor budgets. We will discuss how changes to your market focus, and the introduction of new products and services will affect your financial performance.

Stock Control

Increase your bottom line through accurate ordering and stock management. To achieve excellent results we will provide you with the skills required to control and order stock in a range of tourism and hospitality enterprises. Once this step is complete it is important to receive and store stock in an accurate way.



Drysdale Institute

*hospitality & tourism
management excellence*

TAFETAS S9D/05/05

Hotline: 1300 727 132
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Create the Best Business Outcomes Possible!

The Effective Management Program is designed to develop practical management skills that are specific to your business, your personal needs and your industry.

The approach of the program is to develop the skills through carrying out a project on the job, e.g. learn about business planning by writing a business plan for your business. The program keeps you out of the classroom and working on business results and replaces generic examples and case studies with real issues you are dealing with here and now.

While working on your project you will be supported by:

- Coaching and mentoring from the unit facilitator
- Resources and texts (including web based information)
- Questions and Answers via email with the unit facilitator
- A peer network of other managers working on the same topics

The Effective Management Program is flexible and practical and most importantly it is designed around your needs.

The next step for you is to select the management tools that will help you to achieve excellence. It is up to you how many you choose – from one to seventeen, it's your choice.

Once you have made your choice simple call us on **1300 727 132** and we will get you started.



NATIONALLY RECOGNISED
TRAINING

The Management Tools

Strategic Business Planning

A Strategic Business Plan is critical to the success of every business. It is the map that shows you where you are today, where you want your business to be in 3-5 years and how you will develop the strategies to get your business there. We will help you to develop a new business plan or we can update your current one. The process will examine all aspects of your business and will include marketing, operations, human resource management and finance. The business plan model used in this unit is simple, short and effective and is designed for small to medium business operations.

Project Management

There are many components to managing a project. We will help you to carry out a major project within your business. You will develop skills in planning, scheduling, monitoring, organising resources, managing the project team and executing the project. The unit is an introduction into why projects succeed or fail. If you have project management software at your workplace, we will incorporate this into the project process.

Kitchen Management

To ensure your kitchen is managed in an effective and efficient manner there are a number of elements that need to be considered. The food, which is served needs to be of a high quality. It is important the food is stored, prepared and served in a safe manner. Also it is important the costs incurred are monitored to ensure the success of the food service operation. You will develop the skills needed to develop a food safety program, monitor catering revenue & costs and establish & maintain quality control.

Human Resource Management

Human Resource Management will help you to sharpen your skills and increase your understanding of the key processes to provide effective staff management. You will gain the skills needed to successfully recruit the right people for your business, write effective rosters to maximise performance and learn to plan and manage meetings without wasting time.

Training and Assessment

Training comes in many forms however one of the most common is on-the-job coaching. This management tool will explore various types of training and focus on work place buddy systems and on-the-job training. While training is important it is also necessary to plan, conduct and review assessments. The assessment component is valuable for you as the manager to understand what has worked and what did not work and it provides essential feedback to the staff member.

Legal Compliance and Industrial Relations

In recent times it has become more and more important to ensure your business is compliant with legislation and as a manager you are aware of your legal obligations. This management tool will provide you with the skills and knowledge required to ensure business compliance with legislation governing the tourism and hospitality industries. Also you will develop the skills and knowledge required to manage workplace relations from an industrial relations perspective.

Occupational Health and Safety

It is important to provide a safe work environment for yourself, your employees and your customers. During this project you will develop the skills and knowledge required to implement health, safety and security procedures in the workplace. We will focus on the establishment and monitoring of frameworks, systems and procedures needed to manage health, safety and security issues within a tourism or hospitality context.

Workplace Diversity

In the tourism and hospitality industry we welcome customers from around the world. Faced with a diverse work environment you require the skills and knowledge to provide leadership in a diverse workplace where customers and staff are from a wide range of backgrounds.

Leadership

Discover how to be an effective leader. During this course you will be provided with the tools to enable you to inspire, motivate and manage your staff effectively.

Strategic Marketing

Strategic marketing examines the way your business communicates with your customers. Through identifying who your customers are you can target these customers through direct communications. We will help you to identify the market segment in which you operate. Explore the possibilities of more profitable segments you could operate in and how to penetrate a new market. Examine important issues such as who are your customers and who are your competitors. We will help you to develop brand identity and help you to grow your business.

Research

To successfully market your business it is necessary to understand the market place you operate in and the customers you wish to target. To facilitate successful research it is advantageous to possess the skills and knowledge to conduct formal research within a tourism and hospitality context. This research program will help you understand how to collect reliable information, which should be used to base your business decisions on.