

BUSINESS TRAINING

FOR ENTREPRENEURS & BUSINESS OWNERS

OPPORTUNITY TO LEARN INDUSTRY BEST PRACTICES

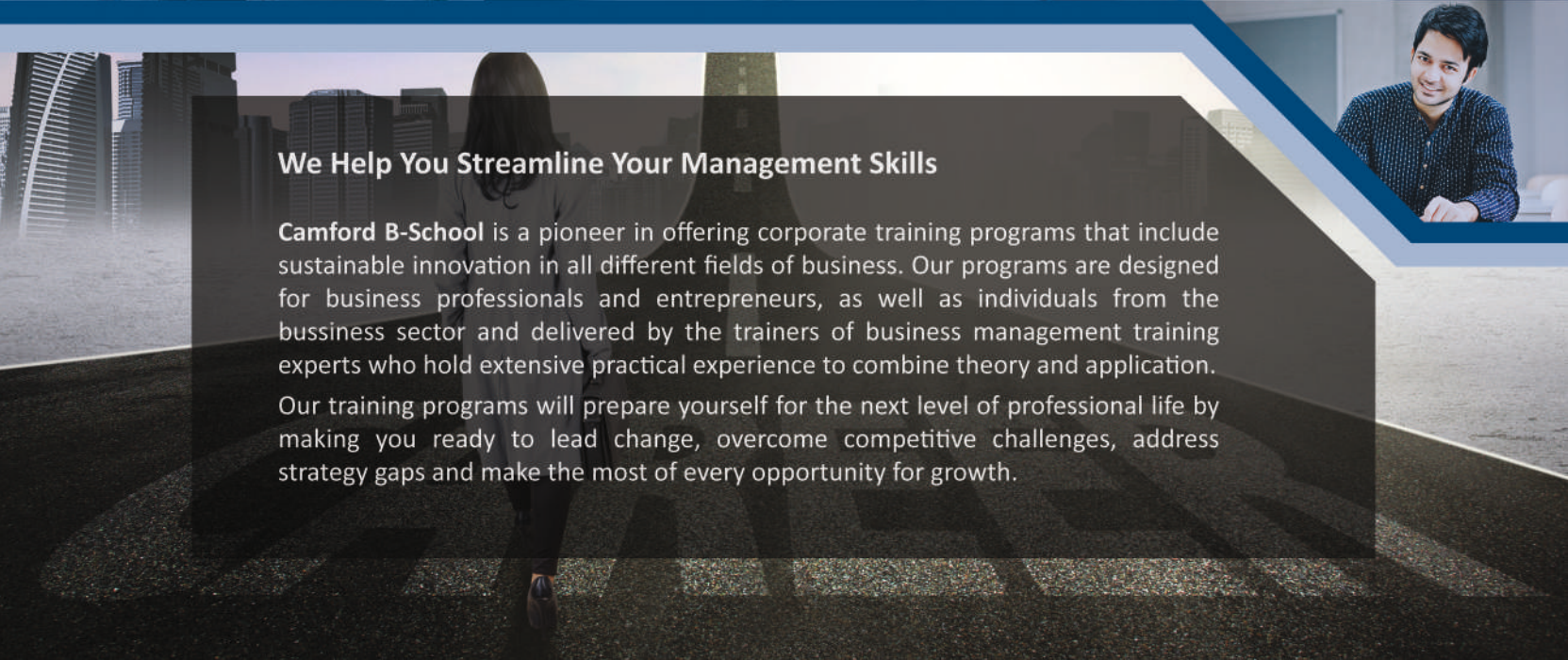


Camford
BUSINESS SCHOOL





21ST CENTURY BUSINESS SKILLS



We Help You Streamline Your Management Skills

Camford B-School is a pioneer in offering corporate training programs that include sustainable innovation in all different fields of business. Our programs are designed for business professionals and entrepreneurs, as well as individuals from the business sector and delivered by the trainers of business management training experts who hold extensive practical experience to combine theory and application. Our training programs will prepare yourself for the next level of professional life by making you ready to lead change, overcome competitive challenges, address strategy gaps and make the most of every opportunity for growth.





BUSINESS ADMINISTRATION AND MANAGEMENT

Competence. Confidence. Credibility.

REASONS TO CHOOSE CAMFORD B-SCHOOL



Excellence in Education:

Helping students achieve new heights and empower their future



A Modern Training Offer:

Provides the best mix of practice and theory to ensure students success

What
we offer



Leadership Skills:

Help students to understand and develop their leadership potential



Accelerate Your Career:

Master new-age management skills and navigate businesses in a digital world

TRANSFORM YOUR LIFE AND YOUR CAREER

Explore your passions, follow your dreams, take your skills to the next level and prepare yourself for a career you'll love, right here at Camford B-School. Our high quality teaching and training, range of courses, clear progression routes and state-of-the-art facilities will enable you to develop your skills and create a brighter future.

PRACTICAL DIGITAL MARKETING COURSE

"Be able to manage your business digitally by yourself."



digital
marketing

Help You Grow Your Business

Develop a digital marketing strategy suitable for your business.

Transform your Business by learning how to attract your customers using the Digital Marketing Fundamentals. Understand how a Digital marketing works for both B2B and B2C Organizations.

This detailed and structured course is suitable for **professionals, entrepreneurs and business owners** who have a responsibility of developing marketing and strategic plan. **No prior knowledge of Digital marketing is required.**



DIGITAL MARKETING

COURSE FOR PROFESSIONALS & BUSINESS OWNERS

SETTING UP YOUR SMALL BUSINESS FOR SUCCESS WITH DIGITAL MARKETING



Advertising

TV commercial, Magazine, Poster
Billboard, Radio Commercial
or Print advertisement.



Social Media

Social media for business is
no longer optional. It's an essential
way to reach your customers.



Digital Marketing

Know the fundamentals, and
gain hands-on experience, in the
latest Digital Marketing skills



Brand Management

Takes you through key terminology
such as brand identity, brand personality,
brand positioning, and brand equity.

₹ 5,250 + GST

DURATION: 10 HOUR / 1 WEEK

BENEFITS OF DIGITAL MARKETING FOR BUSINESS

1. Increase brand awareness
2. Customer engagement
3. Establish your brand
4. Generate leads
5. Targeted advertising
6. Increase website traffic
7. Reputation management
8. Boost sales

EFFECTIVE SALES TRAINING

"Better Sales Figures Begin with Better Salespeople"



Accelerate your revenue growth

Our sales training revolutionizes selling behavior

Our sales training programs **teach sales and sales leadership skills** to create a repeatable selling behavior for greater success. Arm our students with the fundamental skills to successfully uncover and satisfy customer needs.

Professional Selling Skills is a research-based sales skill training program designed for every seller — regardless of position or tenure. Highlighting the sales training sellers need to excel at reaching their quotas, new business development and account growth, this program hones and develops universal sales skills.



SALES AND MARKETING

ENHANCE your skills. **UPGRADE** your knowledge. **MOVE** your business forward

EVERYTHING YOU NEED TO BECOME A SALES SUPERSTAR!



Essential Sales Skills

A variety of essential sales skills to catch customer attention and get them to buy



Build Agile Selling Skills

Empower your team to flex to meet the needs of changing customer demands



Build Better Relationships

Improve the customer experience and increase revenue of your business



Effective Communication

Communicate effectively in negotiations to ensure you achieve your goals

₹ 5,250 + GST

DURATION: 10 HOUR / 1 WEEK

TECHNIQUES TO BUILD AN UNSTOPPABLE SALES TEAM

1. Prospecting Funnel
2. Rapport Builder
3. Problem Radar
4. Sales Theater
5. Handling Objections
6. Closing the Sale
7. Repeat Business
8. Presentation Ideas

Office

MICROSOFT OFFICE FOR BUSINESS ADMINISTRATION

GIVE YOU A FASTER WAY TO LEARN AND APPLY NEW SKILLS.



MASTER WORD, EXCEL, ,POWERPOINT & MORE

MICROSOFT OFFICE FOR BUSINESS ADMINISTRATION

Advanced Techniques in Microsoft Office
for Completing Everyday Tasks



Microsoft Word



Microsoft Excel



Microsoft Powerpoint

PROGRAM HIGHLIGHTS

The program prepares entrepreneurs and businessmen in office management, administrative secretarial work, word and information processing, records management, and human resource management to manage today's technological and business environment.



Basics of Future Technology



Essential Email Etiquette



Modern Business Skills

₹ 12,500 + GST

DURATION: 30 HOUR / 1 MONTH

BUILD AND GROW YOUR BUSINESS

We will help you start a business, grow your business, or become an entrepreneur to take all your businesses to the next level of success. This program will help you identify and address the issues you may face in starting or growing your business and can assist you in developing a plan to help you achieve your business goals. We can help you master business basics, create and maintain a strong business plan, as well as gain access to funding and resources to grow your business.

ENGLISH FOR BUSINESS

ART OF COMMUNICATION SKILLS
FOR GETTING AHEAD



BUSINESS COMMUNICATION

SKILLS
TO SUCCEED

**TRAINING
FOR SUCCESS**

Camford B-School's Business Communication programme is highly interactive and inspiring workshop during which participants will master the subjects discussed. We concentrate on giving you **the confidence** and **practical ability** to break out of your current level of communication skill and **speak with ease, comfort and spontaneity**.

COMMUNICATION SKILLS

TO ATTRACT THE RIGHT OPPORTUNITIES

Improve Communication: Speak Smoothly, Clearly & Confidently

We are very confident you that the course will help you become a confident speaker and an expressive writer. In the competitive professional and business world, it'll aid you in facing interviews, conducting meetings, handling clients, making presentations, writing applications, e-mails and other official documents.



Business English



Business Etiquette



Business Meetings

PROGRAM HIGHLIGHTS

Our Business Communication program aims to improve participants' communication skills in a business environment such as making presentations, writing emails, speaking on the telephone and contributing in meetings. Students will also have the chance to converse on a variety of business related topics.



Business Presentation



Written Communication



Public Speaking

₹ 12,500 + GST

DURATION: 30 HOUR / 1 MONTH

IMPROVE YOUR ENGLISH FOR THE WORKPLACE AND LEARN ABOUT BUSINESS TOPICS TO HELP YOU WORK MORE EFFECTIVELY AND MAKE THE MOST OF BUSINESS OPPORTUNITIES.



**NO MATTER WHO YOU ARE,
NO MATTER WHAT YOUR EDUCATIONAL BACKGROUND IS,
YOU ARE ELIGIBLE FOR BEING A CAMFORD STUDENT**

- ❖ Entrepreneur / Business Owner
- ❖ Office Administrator / Manager
- ❖ Customer Relations Officer
- ❖ Business Development Executive
- ❖ Receptionist / Front Office Executive
- ❖ Executive Secretary
- ❖ HR Assistant / Executive / Officer
- ❖ Marketing Executive / Specialist
- ❖ Office Administrative Assistant
- ❖ Customer Support Executive
- ❖ Public Relations Officer
- ❖ Personal Assistant / Secretary



Camford
INSTITUTE OF MANAGEMENT

AN ISO 9001:2015 CERTIFIED INSTITUTE

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