

AN 8-WEEK SELF-MANAGED, WRITTEN, DISTANCE LEARNING COURSE

Start 11 October 2010 • End 3 December 2010

Alternatively start anytime or download it

Effective Commercial Management Skills

Learn how to maximise your profits by reducing cost and risk and developing your commercial relationships in eight practical modules.



THIS COURSE WILL:

- **Increase** your confidence when using shared financial information in decision-making
- **Enable** you to gain competitive advantage by developing mutually profitable relationships
- **Empower** you to negotiate a win/win deal every time
- **Ensure** your contracts protect you, your profit, your partners and your business
- **Outline** key challenges facing every commercial manager and how to overcome them
- **Advance** your strategic and commercial analysis skills to make profitable decisions
- **Deliver** top techniques and tips to manage projects on time and on budget

**BUY 2
GET THE 3RD
FREE**

See back page
for details...

Designed for:

Managers and directors in commercial, contracts, business development, sales and marketing, procurement and purchasing, operations and project management

www.falconbury.co.uk/distancelearning

Save up to 50%

SEE INSIDE FOR DETAILS...

Overview

Why choose the Effective Commercial Management Skills distance learning course?

The key aim of any commercial manager is to improve the profitability of the organisation, this means not just focussing on the figures. Successful holistic commercial management involves recognition of not just the price and product but also strategic analysis, risk, delivery, strong client and suppliers relationships, and getting the right people on board to deliver the goods.

This course has been specifically developed to cover every aspect of this multi-faceted role. It provides best practice techniques and skills to allow you to understand how to choose and win the business, the subtleties of each contract, build lasting relationships, manage and mitigate risk and ultimately contribute positively to the bottom line every time.

What this distance learning course offers you:

- | | |
|---|---|
| 1 Flexibility – learn at a pace and place of your own choosing | 5 Certificate on course completion |
| 2 Manageable weekly instalments and self assessment progress questions | 6 Guideline answers for self-assessment questions |
| 3 Self-managed study – <i>no compulsory marked tests or assignments for submission</i> | 7 Reduced expenditure – no hotel fees, travel expenses or time out of the office |
| 4 Practical focus on key areas of contract management and administration skills | 8 Optional online assessment upon completion of the course |

Structured to fit into your working day

The course is designed to fit around your current commitments with each module requiring an average study time of 3 to 4 hours. Course materials can be sent to you anywhere in the world and offer the flexibility of studying at work, at home or on the move, while always having access to confidential help and support.

Online final assessment

Upon completion of the course there is an OPTIONAL final assessment in the form of an online multiple-choice paper. This is evaluated by the Academy of Distance Learning in Business training faculty.

‘It broadens my knowledge on commercial management and the self-study allows for maximum flexibility’ IAN MASON, HEAD OF OPERATIONS, SELLAFIELD LTD

‘Excellent course, would recommend to friends and colleagues’ DONOVAN BENNETT, COMMERCIAL MANAGER, KELLOGG BROWN ROOT UK LTD

Need it for your whole team?

This course can provide fantastic value for training and developing your whole team. If you are interested in a corporate multi-participant deal or licence agreement please contact **Ehi Alonge** on **+44 (0)20 7729 6677** or email **ehi.alonge@falconbury.co.uk**



Course content

Module 1

COMMERCIAL AWARENESS

- The importance of profit
- The value of intellectual property
- Using business analyses
- Applicable law
- What is a contract?
- Contract types, terms and formation
- Legal remedies
- Breach and damages
- Product liability
- Contract requirements
- Bringing the contract into effect
- Intentions to purchase and instructions to proceed
- Changing the contract

Module 2

KEY ISSUES IN COMMERCIAL CONTRACTING AND RELATIONSHIPS

- Including the right boilerplate clauses
- Seller and buyer obligations
- Price and payment
- Delivery and the passing of property and risk
- Acceptance, rejection and inspection
- Time schedule for performance
- Cancellation and termination
- Warranties, bonds and guarantees
- Intellectual property rights
- Liabilities and indemnities
- Impact of competition law
- Importance of confidentiality
- Purchasing, procurement, buying and outsourcing
- Partnerships, partnering and joint ventures
- Win/win negotiations

Module 3

STRATEGIC COMMERCIAL ANALYSIS

- Achieving business stability and growth
- Techniques of strategic analysis
- Approaches to market analysis
- Defining business unit strategy
- Competitor profiling
- Directional policy matrix
- Competitive positioning
- Differentiation and price
- Understanding the volume-cost-profit relationship
- The contribution approach
- Product and service pricing
- Cost profiling

Module 4

COMMERCIAL OPTION APPRAISAL

- Tips and tricks of option appraisal
- Force-field analysis
- Stakeholder analysis
- Identifying financial sensitivity and evaluating risk exposure
- Evaluating business development options
- ‘AID’ analysis
- New business development options
- Key stages in business development
- Vision statement

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Course Contributors

- Quantum leap approach
- Strategic options
- Organisation structure
- Business development projects

Module 5

PERFORMANCE MEASUREMENT

- Essentials of the profit and loss account
- Essentials of the balance sheet
- Cash flow statement
- Key performance indicators: strategic, financial, operational, City
- Return on investment
- Freehold land and building valuation
- Profit margin on sales
- Asset turnover
- Ratios: stock, debtor, creditor, liquidity, current, quick, gearing, employee
- Comparisons with competitors

Module 6

FINANCIAL ANALYSIS FOR DECISION-MAKING

- Budgets and budgeting control
- Overhead costs and capital expenditure
- Useful techniques for forecasting and reporting
- Effective cash management to ensure liquidity
- Improving profitability
- Product, service and customer profitability
- Practical financial techniques and commercial factors: evaluation, pay-back period, NPV and more
- Essential replacements and legislation requirements
- The management role
- Investment risks and rewards

Module 7

COMMERCIAL RISK MANAGEMENT

- The risk pendulum
- Risk bearing, risk sharing
- Partnership sourcing and contracting
- Exclusion clauses
- Insurance
- Customer characteristics and company culture
- Key contractual milestones
- Residual obligations and risks
- Pricing
- Account management

Module 8

COMMERCIAL MANAGEMENT OF PROJECTS

- Risk management through sensitivity analysis
- Analysis of price and volume changes
- Identify the risky parameters and tie them down
- Schedules and milestones
- Budgets for projects: labour, material, equipment and other costs
- Preparing estimates
- The project plan
- Monitoring a project to success
- Building in quality
- Overcoming problems effectively and without penalty

Tim Boyce has been involved in contract management for over 20 years. He began his career in the Ministry of Defence holding executive positions in contracts, contracts policy and finance. His industrial career began at Plessey in 1980 after which he enjoyed appointments with Siemens, British Aerospace and as commercial director at BAE Systems. His functional responsibilities have included contracts, commercial, procurement, estimating, legal, project accounting and the implementation of the European Business Excellence Model. He is a former member of the Chartered Institute of Purchasing and Supply (CIPS). His committee work included the CIPS National Contracts Management Committee, the CBI Contracts panel, the CBI Defence Procurement Panel and the CBI/MoD working groups on partnering and incentive contracting.

Paul Elkin provides consultancy services with a particular focus on business strategic development, performance management and corporate image. He is a Fellow of the Chartered Institute of Management Accountants. After many years in a range of senior management roles in both public and private sector industry with UK and US businesses plus time with Price Waterhouse, he formed the TMMi group at the end of 1989.

Cathy Lake MA (Oxon) is a freelance editor, writer and project manager. During the past two decades, she has taken part in, and also managed, almost every aspect of the publishing process. She has worked for most of the major national publishers and has written about 40 training manuals and textbooks. As well as writing for commercial publishers in the UK and abroad she has also written management development workbooks for corporate clients.

Barrie Pearson is Chief Executive of Realization, which he established to provide world-class mentoring and coaching for CEOs and entrepreneurs in acquiring and disposing of companies. In 1976 Barrie Pearson founded Livingstone Guarantee plc, the first corporate finance boutique in the UK, advising on acquisitions, disposals, management buy-outs and buy-ins, fund-raising and stockmarket listings. When he sold it, the company had become the largest and most successful independent corporate finance house in the UK. He has written 17 books, including *Trade Secrets of Business Disposals*, and has presented seminars on acquiring and selling companies in the UK, Europe, New Zealand and SE Asia.

Ralph Tiffin is a chartered accountant and registered auditor - principal of McLachlan+Tiffin. The firm has a wide range of clients and supports clients with audit and advisory work in areas such as introduction of IFRS, ethics and fraud prevention. As consultant he acts for many companies in the UK and overseas on subjects ranging from understanding accounting for pharmaceutical companies, project appraisal, budgetary control systems through to fraud prevention. Ralph lectures and consults widely on accounting topics particularly on understanding what financial reports mean and how proper accounting practice can help business.

THE FALCONBURY TRAINING PARTNERSHIP SCHEME

With our Training Partnership Scheme you will get great savings: Enrol 2 get 1 free, enrol 6 get 3 free, enrol 10 get 5 free.

For more information on the substantial discounts offered by our Training Partnership Scheme please visit our website:

www.falconbury.co.uk/public/content/training-partnership-scheme

'I liked the flexibility of the course allowing me to fit around their work commitments'

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Three ways to take this course

- 1** Start on 11 October and receive one module every week for 8 weeks
- 2** Start the course at anytime and receive all the modules all in one go
- 3** Go to www.falconbury.co.uk/distancelearning and enrol to receive the course as pdf downloads immediately upon payment

EFFECTIVE COMMERCIAL MANAGEMENT SKILLS

8 WEEKLY MODULES

Start 11 October 2010 • End 3 December 2010

Ref: 1489

Start anytime • Download it: www.falconbury.co.uk/distancelearning

Please quote your Partnership Number to receive your reduced rate _____

IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW

For more than three participants please photocopy the form as needed

1st participant's details Full Price		Download now! SAVE £155/€200		Partnership Price SAVE £388/€488	
<input type="checkbox"/> £775	<input type="checkbox"/> €975	<input type="checkbox"/> £620 + VAT	<input type="checkbox"/> €775 + VAT	<input type="checkbox"/> £387	<input type="checkbox"/> €487

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email _____

2nd participant's details SAVE 15%		Download now! SAVE 15%		Partnership Price SAVE £388/€488	
<input type="checkbox"/> £658.75	<input type="checkbox"/> €828.75	<input type="checkbox"/> £527 + VAT	<input type="checkbox"/> €658.75 + VAT	<input type="checkbox"/> £387	<input type="checkbox"/> €487

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email _____

3rd participant's details FREE		Download now! SAVE 15%		Partnership Price SAVE £388/€488	
<input type="checkbox"/> FREE	<input type="checkbox"/> FREE	<input type="checkbox"/> £527 + VAT	<input type="checkbox"/> €658.75 + VAT	<input type="checkbox"/> £387	<input type="checkbox"/> €487

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email _____

Contact details (ALL INVOICES WILL BE ADDRESSED TO THIS CONTACT)*

NOTE: Enrolments received within 7 working days of the start date may experience a delay in receiving the first Module.

Mr/Mrs/Ms (surname) _____
 First names _____
 Job title _____
 Tel _____
 Email _____

Organisation details

Company _____
 Address _____
 Postcode _____ Country _____
 Tel _____ Fax _____

Payment details

NB Please note that payment must be made in advance of the course, Falconbury reserves the right to refuse the release of modules if payment has not been received.

I enclose a cheque made payable to Falconbury Ltd PO Number _____
 I would like to pay by bank transfer (BACS) payment:
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 In Euros (€) to Nat West Sort Code 60-04-16 • Account No. 90618831
 IBAN No. GB78NWBK60721190618831

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Card no. _____

Expires _____ Security number (last three digits on signature strip) _____

Alternatively book via our secure booking form on our website or call us with your card details.

Cardholder name _____

Signature _____

* Contact details above must be those of the cardholder

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5 WAYS TO ENROL

WEB www.falconbury.co.uk/distancelearning
 E-MAIL distancelearning@falconbury.co.uk
 FAX +44 (0)20 7729 6110
 TEL +44 (0)20 7729 6677
 POST Falconbury Ltd, 10-12 Rivington Street
 London EC2A 3DU, UK

THE FEE INCLUDES

- 8 weekly, mailed, distance learning course module booklets with self-aid progress questions
- Certificate of participation on completion of the course
- A ring binder to hold the module booklets
- An email contact address for on-going support and advice from the course contributors throughout the course
- Guideline answers to self-assessment questions
- Optional online marked final assessment

HOW TO REGISTER AND PAY

An invoice and enrolment confirmation will be sent within 7 days, please contact us if you have not heard anything after that time.

Payments may be made by credit card, by bank transfer (for bank account details please see payment details section of enrolment form) or cheque made payable to Falconbury Ltd and posted to the address above. Any questions please contact **customer services on +44 (0)20 7729 6677.**

MULTIPLE ENROLMENT DISCOUNTS

A multiple enrolment discount of 15% is available on the 2nd and subsequent participant if booked at the same time from the same organisation. This discount can apply to any online discount but, unless otherwise stated, this may not be used in conjunction with any other offer or the Falconbury Training Partnership Scheme.

ALWAYS READ THE SMALL PRINT

CANCELLATIONS AND TRANSFER:

Once we have received your enrolment form the place(s) are confirmed.

Up to 28 days before the course

- Cancellation – 10% administration fee
- Transfers – Free of charge
- Substitute delegates – Free of charge

27 to 14 days before the course

- Cancellations – 100% fee
- Transfers – 10% fee
- Substitute delegates – Free of charge

13 to 0 days before the course

- Cancellations – 100% fee
- Transfers – 100% fee
- Substitute delegates – Free of charge

A maximum of one transfer is allowed. After the transfer no cancellation can be accepted and the full invoiced fee will be charged. Transfers are subject to payment of the difference on higher value courses. No substitute may be made after the start of the course.

PARTNERSHIP CONDITIONS

The Falconbury Training Partnership Scheme cannot be used in conjunction with any other discount offer, including multiple booking discounts, unless otherwise stated or negotiated.

PLEASE NOTE

- It may be necessary, for reasons beyond the control of Falconbury, to alter the line-up of authors or course content. However, every effort will be made to adhere to the published syllabus
- Every effort will be made to distribute the materials according to the schedule. However, certain unforeseen circumstances may delay the despatch of materials

DATA PROTECTION

The personal information provided by you on this form will be held on a database. Sometimes your details may be made available to external companies for marketing purposes. If you do not wish your details to be used for this purpose please write to: The Database Manager, Falconbury Ltd, 10-12 Rivington Street, London EC2A 3DY, UK.

Falconbury registered address: Acre House, 11-15 Williams Road, London, NW1 3ER. Company No. 3937398