



Business

Development

THE ROLE OF A COMPANY AMBASSADOR

Aim:

To explore and discuss the potential power of **every participant** to 'add value' and have a positive affect on the future success of the organisation.

Topics Include:

- What Is An Organisation - What Do People Really Buy?
- What Is A Company Ambassador?
- Who Are the Organisation's Publics?
- Qualities/Skills Of An Ambassador
- Routes To Promote The Organisation
- Networking For Maximum Impact

Who Should Attend?

DIRECTORS/PARTNERS:

To realise that 'people' are the single most important asset of the business, and that by harnessing the power of this concept you can increase the quality of marketing intelligence and customer care ten fold.

EMPLOYEES:

To become aware of their importance to the business and to demonstrate how each individual, in their role, can be a great company ambassador. By developing this culture they benefit from working in a more customer focused, dynamic and successful environment.

It is recommended that this is delivered to everyone in the organisation. This half day seminar focuses on the power of the 'people asset' i.e. everybody's input counts and everyone contributes to the positive image and success of the organisation.

Highly motivational, this seminar generates new energy and purpose in all attendees.