



## Who will you be working with?

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Before inviting a new business partner into your workplace, you want to be sure you've found the perfect fit of expertise and personality. You need to be sure the person you choose will effectively uncover the hidden opportunities which exist for you, and set in place a plan which will achieve your pre-determined marketing goals and targets.

Listed below is a mere snippet of some of the experience we bring to the table. Our team engages in a continuous program of external up-skilling and further education. This ensures you are receiving the best, and most up to date marketing techniques and technology available.

Throughout our business relationship, we'll be encouraging you to tap into this rich resource of information, as a means to achieve your own business objectives.

### Professional Training & Further Education

<b>Marketing:</b>	Certificate of Direct Marketing – The Marketing Association (Passed with Merit) Effective Marketing using the Web - Trade & Enterprise Effective Email Marketing – Trade & Enterprise
<b>Accounting:</b>	MYOB Premier – Adult Community Education Small Business Tax – Trade & Enterprise Managing Accounts for Business Profitability – Trade & Enterprise
<b>Business:</b>	Business Structuring – Trade & Enterprise Intellectual Property - Trade & Enterprise Effective Goal Setting & Business Planning –Trade & Enterprise

### Professional Training & Further Education

#### In 2010

- Building Better Business – July 2010 (Chamber of Commerce)
- Making Sense of Sustainability – June 2010 (The Natural Step)
- Effective Leadership – June 2010 (WHK)
- Negotiating for Results – May 2010 (WHK)
- Planning for a Sustainable Business – April 2010 (Waitakere EcoBiz)
- Setting up Effective Systems in Your Business – April 2010 (WHK)
- Prospecting and Closing the Deal – February 2010 (WHK)
- How to Successfully Prospect and Close the Deal – January 2010 (WHK)

#### Prior to 2010

- Reinventing Business for a Resilient Future – Sustainable Business Network Forum
- Creating Powerful Marketing Plans that Inspire the Organization and Deliver Results - R. Bree
- Getting it Write: Effective Business Writing – University of Auckland
- Maximizing the Performance and ROI of your Marketing Investments – R. Bree
- Getting Comfortable with Selling in the Creative Sector – Trade & Enterprise
- How to Successfully Market Your Services – Trade & Enterprise
- Effective Branding – Trade & Enterprise

- How to Prospect & Successfully Close the Deal – Trade & Enterprise
- Managing Accounts for Business Profitability – Trade & Enterprise
- Creative Computer Graphics – Adult Community Education
- Write or Wrong - EMA
- Introduction to Management - Auckland Chamber of Commerce
- Six Easy Steps to Starting Your Business - Auckland Chamber of Commerce
- PageMaker 7 – New Horizons
- Starting Your Own Business – Adult Community Education
- Touch Typing – Adult Community Education
- Diploma in Sales & Marketing Management - Auckland Chamber of Commerce
- Certificate in Sales Management - Auckland Chamber of Commerce
- Introduction to Supervision - Auckland Chamber of Commerce
- Professional Selling - Auckland Chamber of Commerce
- Principles of Marketing - Auckland Chamber of Commerce
- Certificate in Professional Selling - Auckland Chamber of Commerce
- Business Planning Stage 1 - Auckland Chamber of Commerce
- Marketing Stage 2- Auckland Chamber of Commerce
- The Art of Winning and Keeping Customers - Auckland Chamber of Commerce
- Taking the Oppositions Business - Auckland Chamber of Commerce
- Prospecting: The Master Skill of Selling - Auckland Chamber of Commerce
- Solo Telephone Counselor for YouthLine – Youthline New Zealand
- Confidence Building and Assertion - Adult Community Education
- Performance Psychology – Charles Donahue
- Utter Brilliance Intensive - Public Speaking & Effective Communication
- Communication and Speech Confidence - Adult Community Education

## Software Applications

<b>Online Environment</b>	Twitter Facebook Skype LinkedIn
<b>Online Databases</b>	PRRADS - AC Nielson Media Directory APN UBD Insight – Business Information Directory Business Who's Who We work with an extensive database of free online directories for SEO
<b>Microsoft Office</b>	Word, Excel, PowerPoint, Excel, Publisher Outlook (including Business Development Manager)
<b>Adobe</b>	Photoshop PageMaker
<b>Website Production</b>	Live-Updater (HTML) DreamWeaver Four Zeald Content Manager Datum Connect Content Manager
<b>Email Marketing</b>	Minerva Mail   WebEnz Outlook & BCM Urchin Webstats V.5 Survey Monkey

Note: The training and courses listed here exclude school and tertiary education and qualifications.