

PROFITABLE BRANCH MANAGEMENT

– 3 DAYS

Every branch of a business must operate as a strategic business unit (SBU); one that is able to align to the corporate goals, manage its costs and earn profits while making sure that people are motivated and other resources are well managed. This programme is designed to equip participants with practical knowledge and skills required for effective branch management that delivers in all key result areas.

Learning Objectives

Participants will:

- Learn how to prepare annual and other periodic plans
- Acquire skills to manage the branch operations and people
- Be able to inter face with clients and suppliers
- Effectively manage communication

Learning Contents

- Concept of effective branch management
- Effective communication and cooperation with HQ
- Branch finance management
- Leadership and team building
- Human resource management
- Marketing & sales management
- Customer service management
- Branch control

- How to motivate staff to achieve targets
- Preparing branch plans
- The 4+2 formula for success

Fee:

N116,638.00 VAT Inclusive

Discounts off regular fees for open programmes: 3-5 nomination
– 5%

Programme also available as in-plant. Fee: Negotiable

WHO Should Attend?

Branch managers, regional managers and those being groomed for branch management positions

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