

## ctis REQUIRED COURSES

### **CUSTOMER SERVICE**

**JULY 1 - AUG. 31, 2021**

Learn to identify and profile your customer base; analyze their environment, develop tools to access that base, and learn techniques that can enhance your company's image to your customers. We will review five operating principles through interactive exercises. In this course, you'll have an opportunity to review your organization and your own strengths and weaknesses.

### **PROMOTING YOUR BUSINESS**

**SEPT. 1 - OCT. 31, 2021**

Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed, along with exploration of successful advertising and promotions programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars.

### **BUSINESS GRAMMAR & WRITING**

**NOV. 1 - DEC. 15, 2021**

Learn practical tips and techniques for successful business writing.

This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a reference portfolio of assignments.

This course will encourage you to gain greater confidence and proficiency in both your business and personal correspondence.

## ctis ELECTIVE COURSES Select 2 of 4

### **EFFECTIVE ADVERTISING**

**MARCH 15 - APRIL 30, 2021**

In our fast pace world we are bombarded with messages for goods and services. It can become overwhelming to the point we block them out. This course examines advertising and marketing in our harried world. We will look at personal attributes to become more effective about creating awareness about one's company and to grow the business. Identifying tools and resources will help to make a difference in the ability to increase effectiveness and separate one from their competitors. Lastly, blending advertising and marketing can help distinguish a company in a frenzied messaged filled society.

### **RUNNING A BUSINESS: UNDERSTANDING THE NUMBERS IS #1**

**MARCH 15 - APRIL 30, 2021**

There are multiple aspects of creating a thriving enterprise. Whether one is a business owner, an entrepreneur or an employee of a large corporation, having the ability to grow the organization is fundamental to each stake holder regardless of their position.

One must have the ability to analyze the inner workings of that enterprise. It is important to justify one's observations based on facts and data, not guesses or bias. Each person's day to day work and role in that business is critical for success and growth. In this course we will look at each person's ability to move the business forward.

### **PERSONAL ORGANIZATION & EFFECTIVENESS**

**MAY 1 - JUNE 30, 2021**

T.S. Eliot said, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work tasks, but also as a whole person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent, and other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People". Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life.

### **IGNITE YOUR EFFECTIVENESS BY IMPROVING YOUR SALES SKILLS**

**MAY 1 - JUNE 30, 2021**

Every day in every situation, we must sell. We sell ourselves, we sell our company, we sell a service that our company offers, and we sell employees on how to be more motivated and effective. This course takes you from the "pre-sell" perspective through to "closing a deal." Learn effective sales competencies; learn what differentiates an individual who has not yet succeeded in selling well to a sales superstar. Gain an in-depth look at the dynamics and key components of a successful sales presentation - from the words you choose, to the medium your message is delivered, to your personal aura and actual physical presentation. In addition, this course will help you gain insight into critical measurements of sales success - from lead generation to qualifying potential audiences to writing RFPs.

**ONLINE COURSES ARE ADMINISTERED BY**



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