

COLLEGES GET HELP TO ENGAGE EMPLOYERS



With substantial Government funding available to support business training nationally, some educational establishments fail to engage fully with local employers, even when the training offered is fully funded. To support the promotion and marketing of government funded initiatives, many colleges have enlisted the help of the Business Development Consultancy (www.b-d-c.co.uk) to bridge the gap between the classroom and the training of local business staff.

There are around 400 approved Centres of Vocational Excellence (CoVE)* within FE colleges in the UK, yet in many cases there is a shortage of the selling skills needed to actively engage with local SME's. The Business Development Consultancy (BDC) claims that by applying some basic principles, colleges are able to introduce themselves and build long term relationships with local business.

Typically, SME owners and managers see benefits in training their staff, yet believe the high cost and loss of production may negatively impact on their business.



Clifford Thomas of BDC explains “Many SMEs don't realise that colleges provide a diverse range of some of the best training courses from NVQs in business management to fork lift training. There is tremendous flexibility and the training can be completely bespoke with minimum impact on the working week.” BDC have worked with numerous colleges in the UK to help 'sell' free or heavily funded courses in addition to full cost delivery and assist in building the relationship between the college and local business community.

Anne Feldberg, Business Development Manager at Northbrook College in Sussex explains “We have the facilities, funding and experience to deliver the best training for business in the region

but originally did not have sufficient resources and breadth of expertise to reach them. BDC have worked in partnership with the college to develop a comprehensive development plan and as a result have generated a significant number of new contacts with local businesses.”

BDC spends typically one day developing a highly effective strategy and message in partnership with a college. A range of activities are then applied such as telephone and written communication, personal visits and presentations based on the principles set by BDC.

Anne Feldberg adds “Our objective is to be the preferred training provider for the local business community. BDC have made a significant impact in helping us to work towards achieving this goal.”

Clifford Thomas concludes “Colleges are excellent at providing long-term training solutions. Our role is to help with the introduction to ensure businesses take full advantage of the facilities and new funding initiatives that the colleges offer.”

For further information visit

www.b-d-c.co.uk,

Tel 01903 821950,

info@b-d-c.co.uk

The Business Development Consultancy (BDC) exists to help Small to Medium Sized Enterprises win more business and gain a competitive advantage. BDC brands include *Intelligent Selling (IS)* that overcomes the SME sales gap and *Impact Telemarketing* with a team of powerful telemarketers. Established in 2000, BDC operates from offices in Worthing, West Sussex providing services for business throughout the UK.