# Route to Market

Businesses are being urged to register their interest in an innovative business support programme which provides senior managers and owners of established businesses with a range of techniques and ideas designed to help them to increase turnover and profits through ‘Route to Market’ workshops. Participating businesses will benefit from developing the skills of senior managers and owners in three core areas:

* business strategy
* sales and marketing including customer retention
* finance

Developed and delivered by experienced trainers who are also successful business owners, the three one-day workshops (one day per week for three weeks) are specifically designed to help businesses to survive and thrive in the current economic climate.

The three workshops connect together, taking the strategic skills learnt on the first workshop to produce marketing and finance strategies on the subsequent two days. There are six sets of three workshops delivered at The Corby Enterprise Centre, London Road, Priors Hall, Corby, Northants NN17 5EU.

Any firm which is represented on all three days will be eligible for the Enterprise4Corby Award which will be presented each year to the business who demonstrated the most enterprising initiative. This award includes valuable publicity, some one-to-one business support and £680 of free telemarketing provided by Creative Telemarketing - to help launch a sales campaign. Creative Telemarketing has also offered free telemarketing coaching at their Kettering offices for any business attending the three days.

Firms who would like to take advantage of this offer should register their interest by emailing Janice Watkins on [janice.watkins@northampton.ac.uk](mailto:janice.watkins@northampton.ac.uk) or by phoning 01536 560518.