



**Plumpton College at  
Flimwell  
Centre for Sustainable Food  
& Farming  
Course Information**

**Course Name: Improve Sales with more productive marketing using IT**

**Tutor: Mathew Brown  
M.Ed., BA(Hons)., QTS**

**Venue: Plumpton College at Flimwell,  
The Woodland Enterprise Centre, Flimwell,  
TN5 7PR**

**Part day course**

**Start Time: 9.30  
Finish time: 4.30**

**Designed for: Small business owners and employees**

**Aims of the course: Increase sales by using more effectively your computer for marketing**

**Typical number of delegates: 6**

**Course runs approximately once a year**

**Course Timetable**

<b>9.30 am – 9.45</b>	Course administration/ tea or coffee/introductions •Excel Spread-sheets (Accounts) •Sales – Minus Costs = Profit •Excel Spread-sheets (Database) •Store your Customers Details
<b>1.00 – 2.00 pm</b>	Lunch
<b>2.15 - 3.45 pm</b>	•Word Letter Writing (Mail Merge) •Merge a Database of Customers' •Send this out to a Database of Customers
<b>4.00 - 4.30 pm</b>	•How this affects you Tea and discussion

**What you need to bring:** Hot & cold drinks are provided, but you will need to bring a packed lunch. Course notes will be provided for post course reference, but you might like to bring a pen and paper to make any additional notes of your own.

**As an ongoing precautionary measure, please ensure that items of clothing and footwear used previously on another farm, have been thoroughly cleaned.**

**Course Outcome:** College Certificate

**Follow on course suggestions: Introduction to Web Design for Micro Businesses, Raising Finance, Advanced Twitter, Improve use of Mobile, Smart Phones, Apps and Tablets, Health and Safety Procedures and Awareness for Rural Businesses. For dates and further course information please contact Plumpton College at Flimwell. [www.foodfarmingforestry.co.uk](http://www.foodfarmingforestry.co.uk)**

**To book this course, for further information,** Plumpton College at Flimwell, Woodland Enterprise Centre, Hastings Road, Flimwell, TN5 7PR Tel 01580 879 547 e-mail [gammonc@plumpton.ac.uk](mailto:gammonc@plumpton.ac.uk)  
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