

Real Results Training

Cert IV in Rural Business Management (RTE40603)

Farmers and Rural Consultants

Discover how to Massively Increase your Business Skills & Knowledge...

Long gone are the days when owning a farm ensures an automatic profitable success. Primary Producers now need business knowledge, training and skills **designed** for the future.

Whether you own your own rural business, help manage one or work as a Consultant, this Real Results program provides skills, knowledge, and support so that you can lead a rural business to profitable success...

Discover the rural business strategies that will make a REAL difference to any farm business...

Discover how to

- ✓ make the most from your current business,
- ✓ increase your profits,
- ✓ reduce the hours you work,
- ✓ improve staff performance,
- ✓ explore diversification or expansion opportunities.

You will have support and encouragement from your own Trainer/Mentor. Your Trainer is part of a team that have trained and coached many Rural business owners and managers from industries including Dairy, Beef, Stud Cattle, Broad Acre Crops, Nursery, Orchards, Fruit, Wine, Pigs, Aquaculture, Deer, Alpaca, Eggs, Turkeys, Hay Producers...

This means that they have access to MANY ideas and strategies that have worked successfully in rural businesses.

You will then later be able to transfer the skills, knowledge and strategies learnt to other businesses and opportunities.

Here's what other Primary Producers have said about undertaking Business & Management Training with our Rural Trainers...

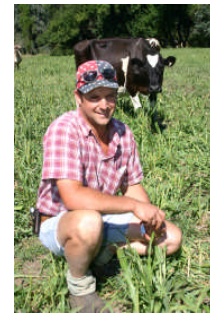


"The training is Very interesting and stimulating to thought processes. Our Profit and cash flow have increased. We are realizing that we can step back from and out of the business without it falling apart, as long as the right strategies are in place." J Gear Flower Farmer

"My greatest success so far is that I've learnt how to do marketing and Brochure design for my Open Day." D. Perryman. Alpacas.

"Our thinking has changed, we are now looking forward to greater profit, more free time, things running smoothly through systems and our employees working as a team with a common goal." Rowan O'Hara – Hilltop pines

"The training is very supportive in confirming our thoughts and opening others. We now have business strategies to put into place" Barney Horne Grain Producer



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Included in this Course:

| 6 Full Day Workshops or External | Units Covered |
|---|---|
| Financials Made Friendly 1 Gaining Control of the Numbers in Your Business – understanding and planning effective financial managements – budgets, cashflows, P&L's | BSBSMB406A Manage small business finances (BSBSBM406A) RTC4911A Operate within a Budget BSBSMB402A Plan Small Business Finances (BSBSBM402A) RTE4901 Administer finance and legal requirements |
| Communication & Relationships - How to implement effective communication and relationships in the workplace. Behaviour styles, learning styles, maximising how you relate to others. | RTE4902A Support and review business structures and relationships |
| Effective Employees - A hands-on practical workshop looking at how to develop strategies to effectively recruit, select, induct and keep and manage staff – including what people systems you need and how to write and manage them | BSBHRM402A Recruit, select and induct staff (BSBHR402A) BSBSMB407A Manage a small team (BSBSBM407A) |
| Systems Save You Time - Establish ways to develop consistency control and minimize the 'fires' you need to put out. | BSBSMB405A Monitor and manage small business operations (BSBSBM405A) BSBADM402A Produce Complex Bus Documents |
| Awesome Customers - Focus on bringing your clients or customers back again with a guaranteed formula. Create awesome loyal customers through great service. | RTE4812A Coordinate Customer services and networking activities |
| Marketing Your Business, Products and Services <ul style="list-style-type: none"> • How to identify your ideal client and attract them • How to boost profits through marketing • Determining markets for existing or new products/services • Marketing strategy options – what they are, which ones to pick | RTE5921A Market Products & Services BSBSMB403A Market the small business (BSBSBM403A) |

"I am now realizing the potential for change and have reduced my tunnel vision and become more receptive to other ideas and ways. We have started to systemize and the employees are starting to be come more involved with future planning." K. Loveday. Egg Farmer

"I've thoroughly enjoyed today's face-to-face training. I am now more focused spending more time on my business and it has provoked me into thinking outside the square now more often." Kym Hancock

"We have gained more customers, learnt how to market, sold excess stock, made room for newer stock, all improving our profit. The training and planning has made me look at what I am doing." Sandy Glover Turkey Farmer

If you wish to run a Rural Business to its optimum potential or help others do so, then this is the course for you. Call our Rural Business Course Advisors to discuss your individual situation and requirements, on 1800 998 500.