

TRADING SUCCESSFULLY

Facilitators Guide

Aim: To help the participants in making an assessment of the options that exists to support growth and financial success in trading.

Objectives : By the end of this session participants will have:-

- Discussed what trading success might look like
- Undertaken a survey to assess the best skills for trading success
- Reviewed and discussed why trading and business can fail.
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Outline of Session & Suggested Timings (approx 1 hour)

1. Introduction - 5 mins
2. Discussion on what trading success means - 10 mins
3. Discussion of why business fail - 15 mins
4. Survey on trading success - 20 mins
5. *Questions & Feedback -10 mins*

1. Introduction







- A) Welcome Everyone to the Group.
 B) Get people to Introduce them selves

Slide 1 – Introduction

For you to say – Trading success will have many factors, relating to stock, cash-flow, good products and staff being well and healthy. Our time today will help us look at the business factors and other skills required to ensure that we have success and not failure.

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<p>Slide 2 – Ask the participants to discuss what trading success will mean to the participants – Not only in terms of financial reward but the difference it might make to the family and community</p>	<p>What would trading success mean to you ?</p> 																									
<p>Slide 3</p> <p>Encourage the participants to discuss together the types of business that they know have failed and discuss why?</p>	 <p>Why Do some Business and Income Generation projects fail ?</p> 																									
<p>Slide 4</p> <p>Look at page 2 & of Workbook</p> <p>Encourage participants to look at the table and complete the questions giving an honest assessment the participants skills and gifts.</p>	<p>Using the full table in Workbook page 3 and 4 – Outline the steps you might take to make sure your trading is a success</p> <table border="1" data-bbox="1029 1064 1412 1254"> <thead> <tr> <th>I CAN/CAN'T DO THIS</th> <th>I Can Do This Very Well</th> <th>I Can Do This</th> <th>I Can Do This But Not Very Well</th> <th>I Can't Do This</th> </tr> </thead> <tbody> <tr> <td>Believe you can do it</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Plan carefully for success</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Look after your customers</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Only sell good quality produce or service</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> 	I CAN/CAN'T DO THIS	I Can Do This Very Well	I Can Do This	I Can Do This But Not Very Well	I Can't Do This	Believe you can do it					Plan carefully for success					Look after your customers					Only sell good quality produce or service				
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<p>Slide 5</p> <p>Start a discussion about the findings of the survey.</p>	<p>Discuss with your group and agree what is most important for successful trading</p>  																									
<p>Show Slide 5 - Conclusion and Feedback</p> <p>Consider what you have done – Have you met the AIMS of the course?</p> <p>Open the group to ask questions and provide feedback</p> <p>Was the information useful and at the right level</p> <p>Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch.</p>	