

Catalog of Enterprise Improvement Training Materials by Ron Ashkin

Following is an alphabetical list of Power Point presentations in .pdf format that I have authored through the years. Most of these are for training entry-level management consultants and their SME client firms.

Please let me know if you would like copies. Send me a message specifying items of interest through my web site at <http://www.ronashkin.com/contact/>

1. Advertising Planning – Optimizing the Impact of Your Marketing Message
2. Benchmarking – A Systematic Method for Achieving Best Practice
3. Best Practice Is Not Strategy – A Two-Step Approach to Determining Appropriate Strategies for SMEs
4. Competitive Analysis
5. Consulting Project Quality
6. Creating Sustainable Change
7. Export Development – A Primer for SMEs
8. Improved Inventory Management – Achieving Increased Profitability and Cash Flow
9. International Trade Fairs
10. Introduction to Management Consulting
11. ISO 9000 – Global Standard for Quality Assurance Systems
12. Key Marketing Concepts
13. Key Monitoring Ratios – Reasons for Adverse Movements and Actions to Correct Them
14. Managing Change
15. Managing Customer Complaints – A Primer for SMEs
16. Managing in a People- and Market-Oriented Environment
17. Operations Review Meetings – Managing to Plan
18. Production vs. Marketing – Comparing Production-Focused and Market-Focused Organizations
19. Profitable Sales Techniques
20. Sales Forecasting
21. Setting Expectations
22. Strategic Planning Funnel