



Microsoft Office *for* Biz Marketers

Microsoft Office for Biz Marketers combines the powerful features of Excel, Word and PowerPoint that allow you to obtain necessary information and analyse data at your fingertips. This training will also expose you on how to create an outstanding presentation for your sales and business presentations, as well as managing your marketing promotions with ease and efficient. You'll be amazed with the tips and tricks that save you the most time and effort. Enjoy learning **Microsoft Office for Biz Marketers!**

You'll learn:

- ❑ **Data Management With Microsoft Excel**
 - Data Mining and Data Management are crucial for Sales and Marketing people. This is where all the necessary information and analysis can be obtained just at the fingertips.
- ❑ **Sales And Business Presentation With Microsoft PowerPoint**
 - Using PowerPoint to prepare the presentation and couple with a knockout presentation skill you learn in this training will bring you to a whole new level of presentation.
- ❑ **Email Marketing With Microsoft Word Mail Merge**
 - Learn how to send your marketing promotion with personalized message to all your potential Clients is made easy using Microsoft Word Mail Merge.

Who should attend?

Individuals who is involve directly or indirectly in Marketing activities and planning of marketing activities. It is also beneficial to those involve in making business presentations or any form of sales and marketing presentations.

Learning Methodology

- Instructor-led Training
- Group Discussion
- Hands-On
- Exercises

About the Trainer...

Kelvin Ng is a Microsoft Certified Trainer (MCT) and Microsoft Office 2010 Master Specialist with 15 years of training experience. He is able to relate practical usage of Formulas and Excel Features in your daily work and save you a great deal of time.

Why you should train with us?



Quality Assured



Certified Instructor



Practical Example



Generate New Idea



Improve Productivity



Updated Resources



Telephone Support



SMS Support



Email Support

Contact us...

May Chung

Call us at **010-226 5291**

Quotation Request:

email to us at maychung@ensy.my or ensyservices@gmail.com.

Website :

Check out our website at www.ensy.my



ENSY TRAINING SERVICES PLT
Approved PSMB Training Provider

Microsoft Office *for* Biz Marketers

COURSE OUTLINE

Duration: 2 days (9.00am – 5.00pm)

1: Analysing Data

- This module will expose you to PivotTable as a reporting tool. You will learn data extraction, how to display them in a presentable table, the manipulation of the table as well as converting the extracted data to charts and other graphics presentations.

2: Analyse Data and Report Checking

- This module will focus on the features that will help you check your report and analyse the sensitive data using conditional formatting and Data Validation. Using the Data Validation, you are able to validate and test the input of a form or your data into the database.

3: Quick Introduction to Modern Microsoft PowerPoint

- This module will expose you to the world of electronic presentations using Microsoft Office PowerPoint. You will understand Slide Layout, Slide Master, Templates and Themes.

4: Pull Together a Multimedia Presentation

- This module introduces the many different items such as Pictures, Charts, Smart Art, drawings, Movie and Songs into a presentation. By adding animations and controls to the item, you can bring the presentation into an interactive presentation. A well planned and controlled presentation will make the presentation look professional and presentable.

5: How to Have a Fearless Presentation?

- This module will provide you with tips and tricks to make sure you are more than ready for your presentation. With a little preparation and setup, you are ready to take over the stage and give a Knockout Presentation.

6: Mass Mail Your Marketing Activity

- This module enables you to personalize your email to customers using the Mail Merge feature in Microsoft Word. You will learn how to setup your Customer Database and Merge the database into your marketing letters or emails.