



**In This Issue:**

Market research

A look back on  
November



Old Dubai..still the centre of the city?

New Dubai is fast becoming the retail and business hub of choice. The recent closing of Verre by Gordon Ramsay had me wondering whether the creek is still an ideal location for business owners.

What do you think?  
Why not give us your feedback on our Facebook Page?

Like us on Facebook 

**November's  
Quote:**

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"Customers pay only for what is of use to them and gives them value. Nothing else constitutes quality."

**December  
Courses:**

**Professional  
Selling Skills**

5th to 7th and  
11th to 13th

[These courses are rapidly filling. Please book early immediately to avoid disappointment.]

**Dear Business Colleague,**

Welcome to the November issue of the ISM newsletter.

What an action packed November in the UAE ! Formula 1 and the Airshow held centre stage with stars of the music world delighting us at Yas Arena. We would like to wish the UAE a happy 40th in advance of the celebrations you won't be able to miss this week.

ISM Training held two packed public training courses, Finance for Non-Finance and Negotiation Skills as well as of course in-house training . Feedback from both public courses continues to encourage us that we are offering our clients a quality product with skills they use immediately in the workplace to improve their performance. Feedback is tremendously important to ISM and we use it to fine tune our courses or administration constantly and keep our instructors on their toes to deliver each and every time.

Fayez Abou-Assaly from Fujitsu Technology Solutions gave us this feedback following the Negotiation course .

*"Very pleasant course. Theory is backed up by rich examples from the real world."*



Fayaz is on the far left of the group photo.

[The ISM blog](#) has had good visitation and now has growing numbers of subscribers. We are proud to have the only training blog with regular relevant posts in the UAE. In November we asked some of our Instructors to cover training topics. Those of you that have been on Bill Levell's Marketing or Negotiation courses or attended Philip Parker's Strategic Planning or Business Coaching courses will be interested to read their articles. Don't forget that our instructors are always available to you post-course if you have more questions. You can also post questions to them or our community of ISM'ers on our Facebook Business page. Last month articles included:

**CSR- Alive and Kicking in the UAE?**

Whilst critics may argue that some companies pay lip service to CSR or that it detracts from the core business, other companies are finding that it creates shared value between their business and society, gaining them competitive advantage....[Read more](#)

**Market Research or Marketing research?**

[Market Research and Intelligence](#)

7th and 8th  
[ **Bookings closed** but will run again at a later date ]

[Leadership and Management Skills](#)

12th to 14th

[Presentation Skills](#)

11th to 12th

**More feedback from last month's Negotiation course...**

Dear Alison,  
Thank you for your message and privileges you are offering to us onwards.  
From my side I would like also to thank you for comprehensive course on negotiation skills. I enjoyed the atmosphere on the course.

Saida Yakupova  
Dubai Duty Free

**Follow us:**



Send to a Colleague

Choose the most appropriate research programme and design appropriate methods so you will be able to make critical marketing decisions with absolute confidence...[Read more](#)

**Business Coach or Life Coach?**

Self interest.....self improvement. We are besieged by any number of self help tracts designed to give us an edge as we seek to improve our personal lives or our performance in the workplace....[Read more](#)

**Strategic Planning-buy in...**

It is when the future is most uncertain that a strategic plan can become the bedrock of an enterprise...[Read more](#)

Remember there is also **Twitter** and our **Facebook** page which will keep previous course attendees connected and in touch for many years to come and if you have attended a course in the past you may even find some friendly faces in the photo archives!

You can find direct links to these tools through the social media buttons on the left or through our new and improved website by clicking below:

**ISM Website**

**Location,location**

Last month saw the close of one of Dubai's first celebrity chef restaurants "Verre" by Gordon Ramsay; it will be reopened in the same location by two of his hardworking and talented protégées as "Table 9". My question is whether this makes sound business sense given the shifting sands of Dubai's retail hubs and whether enough time has been dedicated to market research...[Read More](#)

**Have a great December !**

**Alison**

[Alison Oglesby](#)  
Marketing Manager  
ISM Training  
[www.ISMdubai.com](http://www.ISMdubai.com)

We look forward to working with you and supporting your professional development in the coming years.

\*\*\*\*\* An "Early Bird Discount" is offered to anyone that books and pays for their seat between 30 to 60 days in advance. The earlier you book the bigger the discount.

**Save from 5% to 20%!**

[Email us](#) for details and catch that worm !

**Group Booking Discount**

Here at the Institute of Sales and Marketing we recognize the value of loyalty from our clients. Therefore we would like to reward you in offering you generous discounts when registering your group booking on the same public course.

\*\*\*\*\* **Contact us for details +971 4 457 3814**

Thanks for Reading !

