

Guide for Commercial **First Aid**



About the GFARC

The Global First Aid Reference Centre (GFARC) was created in 2012 and is a 'centre of excellence' of the International Federation of Red Cross and Red Crescent Societies (IFRC) hosted by the French Red Cross. We collaborate with 192 National Societies as well as scientific, institutional and private partners. Our objectives are to reduce the number of deaths and the severity of injuries as well as to make people and communities more resilient using first aid. In order to do that we work closely with National Societies to facilitate knowledge sharing between them and to promote quality first aid education at a global level. In order to ensure that first aid techniques are relevant to any country and any situation, we participate in numerous studies undertaken by medical doctors, scientists and researchers. More than 46 million people are taught the basics and trained in first aid by the Red Cross and Red Crescent National Societies. They also provided information about first aid and preventive healthcare.

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Introduction

The International Labour Organization estimates that in 2020 around 2.78 million people died in work related accidents or illnesses. Furthermore, 374 million non-fatal work accidents leading to an absence from work of more than 4 days¹ occur every year. That is why providing immediate and efficient first aid to employees injured on their workplace can reduce the severity of the injury and in certain circumstances can make the difference between life and death.

In small and large companies, the employer or the organization in charge of hiring workers have a responsibility towards them, even if it is not enshrined in the national law. In some countries, this duty consists in providing a framework for first aid training at the workplace. Given that numerous organizations whether profit or non-profit making include training costs as part as their operating costs, a successful approach in the sector of first aid training at the workplace offers interesting perspectives, either to increase the number of persons available to save life or to increase financial gain for national societies.

National Red Cross and Red Crescent National Societies have been the first providers in first aid for more than 150 years. As a result, this good practice guide issued by The Global First Aid Reference Centre (GFARC) aims at providing advice and recommendations to national societies and regional offices of the International Federation of Red Cross and Red Crescent societies (IFRC).

This guide takes into account of the existence of different contexts in countries and identifies the common dangers and adapted practices. Likewise, education officers and trainers should feel free to adapt it according to local situations.

The guide consists of two different and complementary parts:

- An identification of workplace risks linked to the enterprise activity that would cause injuries or illnesses to employees.
- A marketing framework giving National Societies tools to capture customers and thus ensure the development of a viable and profitable system.

The information provided in this guide is the information available the time of its writing and is in accordance with the 2020 first aid international recommendations published by IFRC.

COVID-19:

PROVIDING FIRST AID SAFELY:

Before providing first aid to an injured, especially in an infectious context such as COVID-19, first aiders must take into account that they face an infectious risk. They must wash their hands with soap and water or apply an alcohol-based hand sanitizer before and after providing first aid. They also must wear a Personal Protective Equipment to avoid contact with blood and bodily fluids.

¹ ILO (2020), Health and Security at the workplace, <https://bit.ly/2MVughw>

Definition

First aid consists in immediate aid provided to an ill or injured person while awaiting the arrival of professional emergency. It includes not only the care of injuries or physical disorders but also other types of care such as psychosocial counselling to people suffering emotional disorders after undergoing or witnessing a traumatic event.

First aid responses aim at “preserving life, relieving human suffering, preventing illnesses or further damages and promoting recovery”.²

Commercial first aid training is a scheme intended to build first aid knowledge and skills at the workplace with little or no equipment. The training is sometimes called first aid at work or first aid at the workplace.

The work first aider is a member of staff, volunteer or appointed, with basic first aid knowledge and skills. In case of a work-related accident, he can provide first aid to any casualty.

The term Casualty refers to a person in need of welfare assistance. National Societies must use the adequate term according to the local context to refer to the person in need of care (patient, casualty, etc.).

A low risk workplace is a workplace where workers are not exposed to specific risks, which may cause serious injuries or illnesses (e.g. offices, shops, libraries).

A high-risk workplace refers to a workplace where workers are exposed to specific dangers, which may cause serious injuries requiring immediate first aid.

Adapting trainings

As part of the implementation of trainings at the workplace, National societies must insure that are taken into account the specificities linked with the risks faced by the learners, their environment, the hospital care system and the legislation for first aid. A close attention to cultural, religious issues and available resources should be paid. The specific context of the workplace, the type of work, the workers habits, the sickness and work accident rates should be taken into account in order to adapt scenarios accordingly and make them as relevant as possible. This contextualization must be carried out in liaison with a National Society advisory group involving scientists, medical experts, researchers, first aid trainers, first aiders, educators and local people representatives.

Business and Sector categories

Enterprises without special risks:

- International organisations : UN, ILO, CEO...etc.
- Public institutions: government offices, universities, secondary schools, schools, etc.
- Non-governmental organisations
- Entertainment sector : artists

² Comité de liaison international pour la réanimation (ILCOR), 2015

- Workers who are often present when and where injuries frequently occur (building caretakers, garbage collectors, taxi drivers, the police, security agents)

Enterprises with special risks :

- Industries: textiles, petroleum, building, joinery, metallurgy, car industry, agro-industry, etc.
- Services: tourism, camping sites, shops, transportation, retirement homes, delivery companies, healthcare facilities, supermarkets, etc.
- The sports sector

First part

Risks at the workplace

I. Workplace risks

The workplace varies in its definition, ranging from multi-site organizations engaged in high-risk operations, which are responsible for a large number of workers (e.g., factories, oil rigs and mines), to single-site organizations employing only one individual for low-risk activity. These very different situations mean that the conception of first aid training for a given organization must take into account the interaction of workers as well as the type of accident encountered at the workplace.

Thus, the risk management approach includes:

- Identifying the potential causes of workplace injuries and illnesses: does the nature of the performed work pose a risk to the health and safety of people? Has the injury data been reviewed? Has the health and safety consultation of workers and their representatives taken place?
- Assess the risk of accidents: what type of injury? What potential dangers can they cause?
- Determine how first aid is provided.

First aid rescuers are needed for all businesses regardless of the risks involved. Risks can be categorized in the following categories.

1. Biological risks

Worldwide, approximately 320,000 workers die each year from communicable diseases caused by exposure to work-related biological hazards. These risks arise from working with people, animals or plant material with infectious potential.

Examples:

- People who work with live animals or animal products, such as blood, tissues, milk and eggs, are exposed to animal diseases and infections.
- Any contact with bodily fluids, when there is a skin break-in (sting, cut, bite) or a projection on a mucous membrane or injured skin (plague, eczema, excoriation ...) can cause infections and allergic reactions.

Workplaces most at biological risk include:

- Wet work environments and places related to food manufacturing and preparation. In some industries, exposure to mould and yeast is common.
- Health care employees may also be exposed to biological risks through contact with human bodily materials, such as blood, tissues, saliva, mucus, urine and faeces.

In this context, include in first aid training:

- Wounds
- Skin injuries
- Stings and bites
- Skin rashes

2. Mechanical risks

They are related to the use of dangerous machines (for example chainsaws or mechanical presses). These machines are responsible for many accidents for workers and result in a large number of injuries. Work machines and equipment are sources of potential danger because of:

- Risks related to the type of energy used (electricity, gas, coal, steam).
- The existence of moving parts accessible by the operator: (transmission body, parts, tools).
- The existence of materials or fluids that can be released under pressure (parts, shavings).
- The use of sharp tools.
- The non-consignment during repair or maintenance of the machine.
- The existence of accessible burning parts.
- The abnormally high sound level of its functioning.
- The use or emission of pollutants during its functioning.
- Restrictive postures for the operator to carry out his activity (postural constraints, repetitive gestures, vibrations).

The most common accidents are by direct contact with a moving organ (grazes, scratches, crushes, cuts, tearing, fracture, electrification) or by projection (burns, bruises, acute poisoning).

Mechanical risk affects all workers using machines: farmers, workers and technicians, repair and maintenance workers. The most at-risk locations are industrial work, construction, dispatching, transportation and unloading.

In this context, include in first aid training:

- Injuries to the skin, muscles, joints and limbs
- Severe bleeding and shock
- Fractures
- Suffocations
- Burns
- Unconsciousness

3. Electrical risks

According to the Safety and Health Administration at work, electrical accidents (electrocution, electrification) are very common hazards in construction work. They are a potential source of ignition that can cause fire injury.

The electrical risk is also:

- Direct, through contact with a source of electricity.
- Indirect, by contact with a conductive material.

Exposure to live electrical wires can cause shocks, burns, and loss of consciousness, cardiac arrest and electrolysis poisoning (transform with ozone).

All professionals who are nearby, or working with equipment with bare and likely to be energized, are exposed to electrical hazards. Electrical risk is present in industrial companies in particular. Engineers, electricians and airline workers are at the top of the list of professionals most exposed to electrical hazards. Routine tasks that put these workers at risk include electrical installation and repairs, testing of facilities and equipment, and inspection and maintenance activities. However, people who work indirectly with electricity, such as office workers, are also exposed to electrical hazards.

In this context, include in first aid training:

- Unconsciousness
- Cardiac arrest
- Wounds
- Burns
- Skin injuries
- Trauma (by projection)
- Suffocation

4. Chemical risks

When the skin is exposed to a chemical product it can cause chemical burn or corrosion. There are three main pathways through which chemicals enter the body:

- Absorption: occurs when, through contact with the skin, the product is absorbed through the skin.
- Inhalation: can occur when chemicals are suspended in the air in the form of steam, fog or dust, and are then inhaled by the lungs.
- Ingestion: can occur when hazardous chemicals are consumed or swallowed.

Toxic or corrosive chemicals can cause poisoning, chemical burns and irritation. Flammable chemicals can also cause injuries by fire or explosion.

Anyone who works in areas where chemical concentrations are suspended in the air can suffer physical injury. Examples include personnel using chemicals as raw materials in production processes, maintenance personnel using chemicals for repairs, personnel transporting packaged chemicals to storage areas, etc.

In this context, include in first aid training:

- Unconsciousness
- Cardiac arrest
- Wounds
- Burns (including internal burns)
- Skin injuries
- Eye injuries
- Poisoning
- Suffocation

5. Physical risks

This is the most common hazard in the workplace. The risks vary in severity and range from simple contusion, wounds, crushes, fractures, drownings, etc.

Physical hazards include:

- Work at a height: slips, stumbles and falls can cause fractures, bruises, lacerations, luxation...
- A collision with solid objects: such as a collision with moving doors, desks, tables, filing cabinet or desk drawers that are open.
- Equipment falling on employees.
- Hand trauma: it can also occur at various times: pinching hands in photocopiers, by desk drawers or when handling doors and windows.
- Various injuries such as burns resulting from hot water or hot drinks, electrical accidents, falls, etc.
- Muscle tension caused by excessive exertion.
- Extreme temperatures: Hot surfaces and materials can cause burns. Exposure to heat can also cause hyperthermia and heat stroke. Exposure to extreme cold can cause hypothermia and frostbite.
- Cardiac arrest: loss of consciousness and lack of normal breathing... Workplace accidents such as electrocution or exposure to low-oxygen environments can result in cardiac arrest. Overwork at work can also trigger cardiac arrest in people with underlying heart disease.

The types of people involved:

- People who carry out construction, demolition, and excavation work
- People carrying road transport
- People who are required to move in a low-light environment such as working in depots and warehouses.
- People working in obstructed premises.
- People involved in maintenance, cleaning, audits, and interventions on poorly accessible structures.
- Staff engaged in manual or mechanized handling activities.
- People working at heights: cleaning.
- The removal men.

For physical hazards, a general approach as in any first aid training must be taken into account. First aid should be taught in the event of fractures, cardiac arrest, wounds, burns, injuries, haemorrhages, hypothermia and hyperthermia.

6. Psychosocial risks

Psychosocial risks are defined as risks to mental, physical and social health, caused by employment conditions and organizational and relational factors that may interact with mental functioning.

Risk factors include:

- Moral harassment that corresponds to offensive language, intimidating behaviour, disparaging comments, mockery or unwarranted criticism.
- Acute and permanent fatigue that leads to mental or physical exhaustion and prevents people from functioning normally.
- Work-related mental stress includes the employee's response when the demands and responsibilities in the workplace are more important than they can manage, or exceed their abilities. It can affect each worker in different ways and come from different sources.
- Internal violence can take the form of racial or gender-based discrimination within the company, or by clients. This refers to any incident in which a person is abused, threatened or assaulted in circumstances arising from or in the course of his or her work. Violence can be directed against the person or as a result of witnessing violence against someone else. In the worst case, they can lead to depression or even suicide.
- Remote work where access to resources and communications is difficult. Working alone or remotely increases the risk to physical and psychological health in any job.

All professions and occupations are exposed to psychosocial risks. However, occupations with high emotional demands are at higher risk. Thus, in this context, psychological first aid training is important.

First aid equipment

The employer is advised to assign a specific person the responsibility of choosing and maintaining the types and quantities of first aid equipment. The equipment must be adequate, in relation to the types of injuries that occur and must be stored in an area where it is readily available for emergency access. An external automated defibrillator (AED) should be considered when selecting first aid equipment.

A first aid kit includes:

- Sterile and non-sterile compresses of different sizes
- Cotton and stretch strips
- Hypoallergenic plaster
- Adhesive dressings of different sizes
- Hydrophilic Cotton
- Soap
- If available, single-use gloves

SURVIVAL EQUIPMENT:

- Bottle of drinking water
- Chlorine tablets
- If available, oral rehydration solutions (ORS)
- Scissors
- Candles and matches
- Pen, paper and notebook
- List of names and contacts of emergency services

Employers with needs for unique first aid equipment should consider upgrading their emergency kits. The contents of this kit should be based on a risk assessment. For example, there may be a higher risk of eye injuries and a need for additional eye compresses in a workplace where chemical fluids are handled in open containers, etc.

*** Regarding first aid techniques, refer to the 2020 international recommendations for first aid and resuscitation Page 56.*

Second Part

Marketing Aspect

II. The marketing aspect:

In addition to the educational aspect, we think it is important to show how best to “sell” this training to your potential clients with some basic marketing concepts. The section does not intend to be exhaustive, nor to summarize all business or marketing concepts that may be developed in schools or online. You will find just some of the many reference materials available that may supplement your training in the annex.

In this section, we have intentionally kept terms which are generally used in businesses rather than in the voluntary, non-profit sector. This is because we think it is important to keep in mind the type of conversation that you might have with business leaders, which may be somewhat different from your usual approach towards the general public.

As we see it, this approach towards first aid at work remains a strategic one, which your management needs to approve and encourage in order to provide you with all the resources to succeed in achieving your objectives.

1. Market analysis

Before you start marketing your product/training course, it is important to look at and analyse certain aspects of your environment:

- Legal: Is there existing legislation regarding first aid at work? Is it mandatory? Recommended? If so, does this apply to all companies, or only those of a certain size, etc.?
- Competitive: Are there already competitors who are advertising similar products? If so, you will need to study their strengths and weaknesses in more detail (see next page).
- Economic: Do you have data backed up by figures regarding the size of the market: number of companies, size of these companies, number of employees, number of sites, etc.?
- Consumer/business needs: What are they looking for?
 - A product at a better price
 - A guarantee of quality for the service
 - A product that is “ready to use”
 - A tailored product, taking into account their specific needs as regards
 - regulation or environment

2. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

Secondly, you will need to analyse the following systematically, transparently and as honestly as possible:

- Your strengths: What are the strengths of your organization for entering this market?
- Your weaknesses: What are your weak points where you need to improve?
- The opportunities of the environment: Why is the environment favourable and why may it allow you to meet your objectives for success?

- The threats that you will need to overcome: What are the obstacles that you might encounter, which may prevent you from succeeding?

Ideally, this study should be done in a group of individuals with different skills sets, as a brainstorming session where you try to list all the elements of the various categories.

However, feel free to delegate and focus on three or five of the more important points in each category. Otherwise, you risk losing your bearings and not being able to concentrate and resolve the essential points.

3. Analysis of the competition

Just as you have analysed your own organization, you should do the same with your main competitors. Here too, you should be as honest as possible and use tangible data that you can analyse:

- Number of competitors
- What is their market share?
- What price do they charge their clients?
- How many trainers do they have?
- Do their training courses comply with international standards?
- Do they only focus on a particular type of client?

4. Your positioning as regards market segmentation

Depending on what you know about your environment, both internal and external, you can decide how to position yourself in your market and which sector to prioritise for targeting:

- For example, do you want to introduce your product:
 - To the biggest companies, e.g. over 5,000 employees?
 - To companies in particular professional sectors, e.g. banks, chemical companies, mining companies, etc.?
 - To public companies, or only private companies?
- Or, on the contrary, do you want to sell your product in a non-targeted way to all types of client?

This type of choice is crucial and will determine the entire marketing strategy, which we will go examine in more detail now.

5. Marketing strategy

A. Defining your value proposition

Now that you have looked at your environment, analysed your strengths and weaknesses, the competition, your clients' needs and how to position yourself in different client sectors, you can now define your value proposition!

This added value will be essential at the product sale stage. If well defined and presented, it should give you the competitive advantage that will allow you to be taken on by your client.

In theory, ***you will offer something unique, in line with clients' needs and providing measurable advantages:***

- Unique, such as a single, government-approved training session, or offering a specific section about chemical hazards, or repeated across all your client's sites, etc.
- In line with the client's needs, such as delivering a course over two half-days, providing the possibility of doing a section online, etc.
- Providing measurable advantages, for example, the number of occupational accidents will decrease by 10% after a year, employees will be more confident intervening in the event of an incident after the training course, etc.

You can offer this value throughout your marketing strategy and in particular in regard to each of the following pillars, known as the 'four Ps' (product, price, placement, promotion).

** Note that some articles nowadays talk about the 'seven Ps', adding people, process, physical environment. See annexes.*

B. The product

This is the training course and/or variations that you will offer to companies. We will not spend long on this point, given that it concerns the educational content that you wish to sell, which has already been very well described in the first part of this booklet.

Of course, it is important to remember that some characteristics of this training course – as opposed to first aid training courses for the general public – will probably be crucial to emphasise beforehand to your clients.

C. The price

Your pricing strategy depends on several factors, but keep in mind three main possibilities:

- Align your price with the competition: the simplest option, of course, providing you have good knowledge of what the competition is offering.
- Base your price on your cost price (cost of the product) and add the minimum margin that you would like to generate: of course, you should have good knowledge of your costs (see operating account, p. 21), and decide together with your management what profit you would like this activity to provide. For example, a margin of 30% is possible if you set the sale price by adding 30% to the cost price. In mathematical terms: $SP = CP/0.7$ (where SP = sale price, CP = cost price).
- Adopt a "premium" sales strategy, i.e. sell at a more expensive price than the competition by highlighting your added value. Of course, it is advisable to test this strategy with potential clients beforehand to ensure that you are not too "exclusive".

In any case, you should keep in mind that a balance is needed between:

- The need not to sell at a loss, and
- The amount that the client is prepared to pay.

D. Distribution

Distribution, or your sales strategy, will mainly depend on whether you would like to sell directly or indirectly.

- Selling directly, i.e. through your own organization, is clearly the easiest option, but you should make sure of the following at the least:

- Your teams are very well trained and present your sales pitch in the same way.
- They are targeting the right clients.
- They compile regular reports on their market research and regularly chase up calls to their prospective clients to follow up on quotes that they have been sent.

- Indirect sales, with a partner, may also bring advantages (the “piggy back” technique). Take the example of an insurance company, which may be interested in promoting your training courses to its clients. In effect, by also selling your products alongside its own, the insurance company is positioning itself differently from its own competitors. This achieves a “win-win-win” relationship in which the three players have an interest:

- You, because you will be able to sell more training courses
- The insurance company, because they might be able to sell more contracts, for example by offering the company a discount on these professional risk premiums
- The company, because it will be able to benefit from a reduction in these insurance premiums.

E. Promotion

Promotion, or how you are going to communicate regarding your product and market it to companies, will mainly depend on the communication channels that you use:

- Traditional advertising (newspapers, radio, TV, etc.)
- Social networks

If you want to use a traditional means of advertising, you should choose the medium most appropriate for targeting your clients:

- What newspaper(s) does your audience read?
- Do they go to trade shows?
- Would they like to receive information by post? By email?
- Do you have specific leaflets for your corporate courses?

If you want to use social networks, it is also important here to choose which is most appropriate for your audience; in this instance, Facebook might not be the most representative network, whilst LinkedIn may well be. Think about having someone whose job it is to update these links regularly.

In all cases, the promotional message, while it may differ in form, must remain the same in substance and be consistent with your image.

6. The business plan

After analysing the market and all the aspects of your marketing plan, it is now time to put this properly into a business plan. In this section too, we’ll only present some of the most important aspects of the business plan (see the annexes if necessary). We’ll only focus here on four points, which may be the most important for your management approach:

- Strategic objectives
- Marketing objectives
- Marketing activities (or tactics)
- Operating account

A. Strategic objectives

These are objectives defined by your managers; they must be simple, quantified, very precise and measurable. They should show precisely the financial or commercial benefits that this new activity (corporate first aid) will or should bring to your national company or local committee. This may include, for example:

- Additional income in local currencies
- Market share
- Extra profits, etc.

B. Marketing objectives

These objectives must allow you to direct your activities or marketing campaigns to suit the needs of your clients. We're now talking about the way in which you would like to accompany your potential client along their "journey" (*annex).

The five main steps on this journey are:

- *Discovering or becoming aware:* Your potential clients don't know who can help them teach first aid. They therefore need to find out who is offering services in this area. Your presence on the internet, well-made leaflets and targeted emails can be very useful to set yourself apart from others.
- *Considering:* Your potential clients would now like to weigh up the different providers that they have discovered. The way in which you promote what makes you different in your written and spoken pitches will be crucial in enabling your potential clients to remember your added value.
- *Deciding to buy:* Your potential clients now have to follow through with a purchase, so they need to have to hand a complete proposition from you: a course programme, location, times, pricing conditions, etc.
- *Retaining loyalty:* Your prospective clients have become your actual clients. You now need to treat them well so that they remain your clients and regularly come back to you: regular information on your services, a loyalty programme, etc. You can do all this to retain your client base (whilst also respecting confidentiality rules regarding client data).
- *Advising:* Your clients have now become a regulars who are very happy with your services. With their agreement, you can use their references in your promotional materials, such as adding their names to your leaflets, participating jointly in webinars, etc.

Your objectives may be very different, depending on whether you are starting your new activity or already have experience in this area.

C. Marketing strategies

These strategies are linked to the 'four Ps', or 'seven Ps' that we talked about earlier. You can decide how to choose the criteria for your strategy and how to influence them. Should you:

- emphasize the specific features of your product?
- have an aggressive price strategy?
- communicate via your Facebook page or use another social network?

D. Marketing activities

These activities, or tactics, are a list of all the activities that you have chosen to implement so as to respond in a tangible way to the objectives and strategies defined here. The more you define, the more important personnel requirements and financial resources are. We therefore recommend choosing the strategies that will be most effective and that your organization can put in place.

In order to do this, you need to:

- designate a person in charge
- allocate a budget for each activity
- define the metrics and a deadline for accomplishing each activity.

The whole plan can be summarised in an overview (see example below), which will allow you to:

- follow the development of your activities
- have regular briefings with your colleagues and decide on corrective action if you see
- deviation from the initial objective.

Strategic objectives	Marketing objectives	Marketing strategies	Marketing activities (Tactics)	Metrics	Person charge	in Budget (M*)	Deadline
Reach 100,000 euros of sales	Improve recognition of our name	Make better use of social networks	Make company	Number of views	Peter	2	31-march
Achieve 20% of the total training courses			Publish weekly messages on Facebook	Number of views	Paul	2	
Add 20K in profits for the SN			Create a LinkedIn account	Number of messages	John	5	End of May
	Increase our client base to mining industries	Slightly alter the content of our training course to respond to certain environmental characteristics	Work on a particular advertising brochure	Done in the time allowed	Mark	10	
			Work with an advertising agency and do a photo shoot	Done in the time allowed		4	
		Run a special offer (package price)	Offer a course with a 20% discount for a limited period	Number of new clients		0	

E. Operating account

If it is then imperative to pass on a financial table (operating account) to your management so that they:

- can see that the projections are in line with the objectives
- can give you permission to incur your expected expenditures.

You have probably already done this kind of work, so we will simply show you a concise table showing this kind of account (see below):

Sales (LC*)		Units	total
	Number of training courses	10	
	Number of participant per course	15	150
	Price per participant	50 LC	7500 LC
	Sales of certified products	100 LC	100 LC
Total			7750 LC
Expenditure (LC*)			
	Cost of trainer (if required)	300 LC	3000 LC
	Travel	50 LC	500 LC
	Local location/office	100 LC	1000 LC
	Training tools amortization		500 LC
	Consumables		100 LC
	Miscellaneous costs		500 LC
Total			5600 LC
Profit/loss (LC*) LC = Local currency	Revenue - expenditures		2150 LC

Conclusion

Concise by necessity, this guide aims to familiarize you with the basics of corporate first aid. You can use it as a technical reference document for accidents and potential risks in the workplace (biological, mechanical, electrical, chemical, physical and psycho-social). Using this presentation, you can more easily identify professions that the most exposed to various dangers and sectors in need of first aid training. More importantly, it identifies key marketing concepts and allows you to reflect on your strengths and weaknesses, as well as defining your added value. You can now make decisions about your marketing objectives and consider your marketing policy to be put in places to achieve these objectives. This enables you to visualize and pursue your objectives thanks to the overviews. Of course, the success of your corporate first aid initiative will also depend on:

- agreement and engagement from your management
- staff and financial resources that you will be allocated
- your reflective ability
- the professionalism that you will show in implementation.

Appendices

- <https://postcron.com/en/blog/philip-kotler-advice-for-online-marketing/>
- <https://books.openedition.org/pucl/1647?lang=en>
- <https://www.e-marketing.fr/Definitions-Glossaire/Marketing-238286.htm>
- <https://www.economie.gouv.fr/facileco/fonction-marketing-et-vente>
- <https://www.ecrirepourleweb.com/7-etapes-carte-du-voyage-client/>
- <https://www.stirista.com/ultimate-guide-customer-journey-definition-stages-mapping-example>
- <https://q3-advocacy.com/boucler-la-boucle-de-la-fidelisation-avec-l-advocacy-marketing>

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