

# kenttrainers



*benefiting your business with  
quality training*

Management  
Development




Personal  
Development

Finance, IT,  
HR & Training

Sales,  
Marketing &  
Customer Care

01732 808185

[www.kenttrainers.co.uk](http://www.kenttrainers.co.uk)

- Introduction to First Line Management
- Team Leadership (2 days) 
- Management Programme (3 days) 
- Managing Poor Performance & Difficult Behaviour 
- Senior Leadership Programme (2 days)
- Directors' Development Programme (3 days)
- Performance Management & Appraisal
- Recruiting Skills for Managers
- Internal Auditing & Management Systems
- Project Management (2 days)
- Managing Stress in the Workplace



## Management Development

- Managing Yourself & Your Time
- Communicate Assertively & with Confidence
- Meetings - Chairing Productive Meetings
- Presentation Skills
- Writing it Right
- Report Writing
- Stress Management - managing your wellbeing
- Minute Taking with Confidence
- Administrator and Office Management skills
- Interviewing Skills for Managers
- CV Writing & Interview Skills
- An Introduction to NLP



## Personal Development

- Finance - budgets, cash flow, business planning and more (2 days)
- Finance for Directors & Senior Managers
- Microsoft Suite 2007, 2010 and 2013
- Microsoft Conversions
- HR Essentials (2 days)
- Employment Law Essentials
- Managing Absence
- Discipline and Dismissal
- Train the Trainer - training skills for those who deliver training events



## Finance, IT, HR and Training

- New to selling
- Sales Negotiations
- Sales Team Management
- Face to Face selling
- Telephone Sales
- Key Account Management & Development
- Become a Customer Service Star (2 days)
- Exceptional Reception Skills
- Handling Difficult Service Users Successfully
- Marketing Today (2 days)
- Event Management



## Sales, Marketing & Customer Care

## Why tailored training?

Programmes will be tailor-made to meet your organisational needs

Most cost effective for four to twelve members of staff

Held at your premises or venue of choice at a date to suit you

Preferential rates at all of our venues, including accommodation

Follow up review and support included

We can use proprietary products to enhance the programme such as psychometric testing

A great opportunity for focusing and strengthening the team

£1,195 + trainer travel + venue costs + VAT per day

## How we Train

Our training is focussed on giving you pragmatic solutions for your everyday work situations. Our trainers balance modern business theory with practical tools to give you the confidence and ability to improve your skills.

We use a variety of techniques including group and individual exercises, practical sessions, case studies, discussion groups and sometimes role play.

### Quality Control

Our commitment to quality is in everything we do. You will be asked to complete a questionnaire at the end of the training course which you can hand back to the trainer or post directly to us.

In addition you may receive a phone call to ensure that you have every opportunity to provide feedback on all aspects of the course.

In the unlikely event of you being unhappy with the content or delivery of your course, we will refund your money or offer you an alternative course.

You can find full Terms and Conditions on our website: [www.kenttrainers.co.uk](http://www.kenttrainers.co.uk)

## Five steps to successful tailored in-house training

### Initial Consultation

We will discuss your objectives and requirements. If additional design work is required, we will agree costs with you.



### Programme Design

We will put together a programme that meets your organisational, cultural and individual requirements - and agree a delivery date that suits you.



### Delivery

We help you to book one of our venues at preferential rates if you do not want to use your own premises. We will provide all handouts and certificates. Normal course times are 9.30am to 4.30pm but you can adjust these to meet your needs.



### Evaluation

We will gather feedback from your delegates and share this with you to establish that your objectives have been met. If you have an ongoing programme, we will review outcomes with you periodically and after the programme is over.



### Support and Follow-Up

We encourage managers to ensure delegates put what they have learnt into practice. We will keep in regular contact and will offer ongoing support where necessary.

## Why scheduled short courses?

Most cost-effective for one to three members of staff

A chance for your staff to network with people from other organisations

Experienced trainers providing proven solutions for immediate use

Comprehensive manual, handouts and certificate on each course

One, two or three-day courses held at our venue partner, Chilston Park

Bacon rolls, buffet lunch, coffee/tea breaks

Discounts offered for registered charities

£395 + VAT per day including all materials and catering

Your luxury venue for our scheduled short courses: Chilston Park, near Maidstone



We are an Approved Development Provider with the

**Institute of Leadership and Management.**

You are therefore able to attain recognition of your management training with us towards future accredited courses through the ILM, whilst registering for full use of the ILM facilities and libraries.

## We do more than training...

### Training Needs Analysis

Do you know where the Skills, Knowledge or Attitude gaps are in your organisation? We will work with you to identify where you should focus your training budget and get the best return on investment.

### Ability Testing & Personality Profiling

We are licensed in a range of tools including SHL, Myers Briggs and Belbin Team Types. These tools are designed to help you understand core behaviours and can be used for staff development or recruitment purposes.

### Recruitment & Assessment Centres

We design effective recruitment processes to reduce your risk of recruiting the wrong person. From short-listing to competency based interviewing through to full assessment centres, using a range of tools such as testing, role plays & presentations.

### Performance Management Programmes

We work with you to put together bespoke Competency Frameworks and Performance Management Review documentation to assist your staff to focus on the key behaviours that will move the business forward.

### Performance Coaching

Our expert coaches will design a programme specific to the individual's needs: whether it be short sessions of telephone conversations, or a 12 month executive face-to-face programme.

### Outplacement Services

If staff are to be made redundant, we can help them identify their transferable skills, analyse their options and help them to focus positively on the way ahead.

### Consultancy











Many of our trainers are also expert Consultants who can carry out a wide range of services including risk assessment, H&S audits and redundancy programmes.







### Team Building







We can work with you to design and deliver a fun and focused event that will bond your team, helping them to work positively within strong group dynamics.








### HR Health Check

An assessment of your organisation to see if it is managing its HR issues, following good HR practice and keeping within the law.








Management Development	Content	Who's it for?
<b>Introduction to First Line Management</b> 	<p>Are you about to make your move into management or have you just made the move? You are now a member of the management team and this course will help you settle into the range of new responsibilities. You will learn about authority and how to step up to a role where you will have to motivate your team as well as handle the tough stuff.</p>	<p>First line managers and supervisors with little management experience who need to understand the basic skills in managing and developing their staff.</p>
<b>Management Programme (3 days, 1 day a week)</b>  	<p>This intensive three-day modular programme (1 day per week) offers you a series of fast-moving and thought provoking sessions that will give you the knowledge and skills to be a great manager. The course covers twelve fundamental management skills and gives you the opportunity to share your concerns, experiences and ideas with a group of like minded managers.</p>	<p>This programme is designed for middle and experienced managers looking to expand their confidence, knowledge and skills base.</p>
<b>Team Leadership (2 days)</b>  	<p>How can you get the best from your team? How can you get them all pulling in the same direction? This two (consecutive) day course will enable you to explore a range of management techniques to lead, encourage, &amp; inspire performance from your team. You will learn how to adapt your leadership style according to the individual, task and situation so as to add value to each team process.</p>	<p>Team leaders, section leaders, supervisors and first line managers who are looking for some tools to help them get the best out of all the members of the team.</p>
<b>Senior Leadership (2 days)</b>  	<p>Looking at different motivators, drivers and challenges, the two days will enhance your confidence in setting the strategic direction for your team, communicating the message and having successful outcomes through clear and effective leadership. This course will enable you to identify your personal leadership strengths and how to build on these to enable you to lead and inspire your team.</p>	<p>Senior managers and heads of department who are looking to expand their leadership skills.</p>
<b>Coaching Package for those at the Top</b> 	<p>Are you a leader looking to work with a business coach on an individual basis? Each coaching package is different, depending on the specific agenda requirements that you set with your coach. The sessions can take place face to face, or via telephone and include a free introductory session to establish the relationship with the coach and to design your coaching package.</p>	<p>Business leaders, managing directors, entrepreneurs and executives looking to develop and build on their current successes.</p>
<b>Creative &amp; Innovative Thinking and Problem Solving</b> 	<p>Creative and innovative thinking enables managers to achieve the skills and abilities to look at the strategic vision of the business, to allow them to implement these with their teams to provide the excellent levels of service. This programme explores exactly what creativity and innovation, is how to nurture it and encourage it and to ensure that it produces deliverable effective solutions.</p>	<p>Middle and experienced managers needing to develop their critical thinking and decision making abilities.</p>
<b>Directors' Development Programme (3 days)</b> 	<p>This three day programme combines the key elements for those who are wanting to develop further into strategic business leaders. It will give delegates a focused understanding of the finances, commercial impact, and how to work as an active member of the Board.</p>	<p>Directors looking to improve or just rethink the way they lead their businesses and perform their duties</p>








Management Development	Content	Who's it for?
<p><b>Managing Change</b></p> 	<p>Businesses have to deal with changing circumstances on a regular basis - sometimes as a result of a large corporate restructure, or more commonly, in response to changes within staffing levels, departmental changes or in response to events in the business climate generally. This one day bespoke course is designed specifically around the challenges and issues facing your organisation.</p>	<p>Anyone who has responsibility for managing change and negotiating a successful acceptance of the situation.</p>
<p><b>Equality &amp; Diversity</b></p> 	<p>We live and work with a wide variety of people and communities - different races, religions, ages, genders - to name but a few. How does this diversity impact on you and your customers? This workshop will help your team to recognise how essential it is for your business to recognise this in your work colleagues and customers and how to work with them positively - and within the law.</p>	<p>Everybody!</p>
<p><b>Managing Poor Performance and Difficult Behaviour</b></p> 	<p>As a manager, you will have had to cope with a staff member who is not performing to an acceptable standard. This one day course will give you the tools and techniques to deal with poor performers and you will learn how to motivate and re-inspire individuals. It gives practical guidance on how to approach this difficult area of management, and to keep within the law.</p>	<p>Managers and HR professionals who want techniques on how to recognise and deal with poor performance and difficult behaviours.</p>
<p><b>Performance Management and Appraisal</b></p> 	<p>Performance Management is about getting the best out of people and helping them achieve their potential. The appraisal interview is a part of that process. This one day course looks at the principles of reviewing staff performance and conducting appraisals. It will help you to use the assessment to motivate and encourage individual performance.</p>	<p>Managers with the responsibility for undertaking Performance Management reviews with staff.</p>
<p><b>Coaching &amp; Mentoring</b></p> 	<p>This one-day course on Coaching and Mentoring is for people wishing to develop their coaching or mentoring skills at any level within an organisation. It aims to give participants a clear insight and understanding into the dynamics that happen between either individuals or groups of people when they work together.</p>	<p>Managers who want to get the best out of their staff through an individual approach to their management.</p>
<p><b>Emotional Intelligence and Personal Resilience</b></p> 	<p>Emotional Intelligence is a highly valued skill in any environment. Energy, enthusiasm, collaborative relationships, effective communication and compassion are all needed to make any organisation great. People with high EI are better equipped to manage their own thinking and decision making, communicate effectively with others, manage change and handle stress positively.</p>	<p>Those looking to gain a better insight into their managerial style and develop their leadership skills and behavioural approaches.</p>



Management Development	Content	Who's it for?
<p><b>Recruitment and Interviewing (2 days)</b></p> 	<p>This highly practical 2 day course will look in depth at the importance of preparing both the person specification and the job description to ensure that you reduce the risk of recruiting unsuitable applicants.</p>	<p>Ideal for managers who are new to recruitment, or experienced managers and HR personnel who would like to receive some up-to-date refresher training.</p>
<p><b>Tough Conversations</b></p> 	<p>As a manager or HR professional, you sometimes have to have those tough conversations. This might mean tackling a sensitive topic or dealing with conflict. You need to plan the conversation and be prepared to handle it, however it plays out. This course will help you to feel confident as you approach it, and to respond flexibly to whatever happens.</p>	<p>Any manager, supervisor or HR professional who is concerned about having a difficult conversation in the workplace.</p>
<p><b>Negotiating, Influencing &amp; Persuading</b></p> 	<p>In this practical programme, you will learn how to make a strong personal impact; the value of great listening and rapport; and how to tailor your message to the person you want to persuade. You will learn to plan, deliver and follow through on critical negotiations. You will be able to break stalemates and defuse conflict resulting in the best possible agreement - one that lasts.</p>	<p>Anyone who would like to be more influential and more persuasive in their day to day interactions with colleagues or clients.</p>
<p><b>Managing a Project Team</b></p> 	<p>Understanding how projects work and how to use the appropriate tools and techniques is just half of the picture in delivering successful projects. This course focuses on the human dimension of Project Management, looking at how to maximise the team and focus its efforts on the project in hand.</p>	<p>Managers who are responsible for leading and influencing their project teams.</p>
<p><b>Project Management (2 days)</b></p> 	<p>A practical master class for managers needing to develop Project management skills. This course takes delegates through a project from its conception to its ultimate conclusion applying the learning as we go. At the end of the course the delegates will have a clear understanding of project management and the methods used for managing resources.</p>	<p>Anyone who wants to develop the knowledge, skills and confidence to proactively and successfully lead large or small projects.</p>
<p><b>Internal Auditing for Quality &amp; Environmental Mgmt. Systems</b></p> 	<p>At the end of this one-day course you will be able to understand the importance of internal auditing, their specific responsibilities and how to report the results of the internal audit to both the management of the business and the external assessor.</p>	<p>Managers and staff with responsibility for undertaking ISO9001 or ISO14001 internal auditing.</p>

Personal Development	Content	Who's it for?
<p><b>Communicate Assertively and with Confidence</b></p> 	<p>Communicating assertively and with confidence is vital to get your message across. We can be the best in our role, but if we cannot communicate our wishes to others, our skills will be undermined. This interactive workshop will provide you with a more effective style of communication both with your colleagues and your customers.</p>	<p>All staff who feel that they are constantly under pressure and need to manage their day more effectively.</p>
<p><b>Managing Yourself and Your Time</b></p> 	<p>The course is about using your personal skills and assertive communication to cope with the demands of a busy job, and excellent time management to get the balance right for a more organised working day. You will be equipped with the tools to deliver your best results whilst coping emotionally and professionally in a high-pressure environment.</p>	<p>All staff who feel that they are constantly under pressure and needs to organise their day more effectively.</p>
<p><b>Presentation Skills</b></p> 	<p>This course is for you if you have to make a presentation or produce pitches at client meetings. It covers all the skills you need to deliver a smooth, professional and unflustered presentation. It looks at everything from preparation to delivery, handling nerves, dealing with awkward audience members and offers practice sessions during the day.</p>	<p>Anyone who has to make a presentation and needs to understand the key skills and techniques.</p>
<p><b>Presentation Skills Advanced</b></p> 	<p>This one day course which has some pre-course preparation, enables those delegates who have previously delivered presentation to perfect their skills to a higher level. It builds on the experience you have and how to influence your audience. It includes public speaking techniques and the group is limited to 6 to provide individual coaching by the course Tutor.</p>	<p>Directors &amp; senior managers or those with responsibility in delivering high level presentations.</p>
<p><b>Chairing Productive Meetings</b></p> 	<p>If you chair meetings, this course is for you. It gives you a full understanding of the meeting process and how to control and energise a discussion. You will learn how to structure the meeting to best effect; how to manage difficult attendees; and how to agree objectives and outcomes so that your meetings achieve real results in a timely fashion.</p>	<p>Anyone with responsibility for chairing or managing meetings, or who facilitates discussions within the business.</p>
<p><b>Minute Taking with Confidence</b></p> 	<p>If you are responsible for taking minutes of meetings, this popular course will show you how to work effectively with the Chair, and how to take notes during a meeting by distinguishing the significant elements from the irrelevant. You will be shown how to write up minutes which are accurate, concise and easy to use, ensuring that action points are followed up.</p>	<p>Anybody who takes notes at meetings and needs to produce clear and accurate minutes that will be acted on.</p>
<p><b>The Effective and Confident Administrator</b></p> 	<p>As an Administrator or Office Manager in a busy office, you will be used to 'juggling balls'. This course will enable you to maximise your contribution to the management team. You'll receive practical advice on working relationships with everyone in the office, and how to enhance the team performance by anticipating needs and required actions.</p>	<p>Any administrator, office manager or personal assistant wishing to enhance their effectiveness and confidence.</p>



Personal Development	Content	Who's it for?
<p><b>Writing it Right</b></p> 	<p>Getting your message across, by whatever method, professionally and clearly, is an essential business skill. Whether you are writing a business letter to a client or an email to a colleague, the style and content of your document is of crucial importance in how they see you. This course will help you put together written communication that is crisp, clear and readily understood.</p>	<p>Anyone wishing to improve their written communication.</p>
<p><b>Report Writing</b></p> 	<p>This course will enhance the effectiveness and impact of your reports. You will develop skills to clarify your objectives; draw up outlines and organise your information; how to construct arguments, prepare summaries and write recommendations. You will learn how to use appropriate phraseology and write in plain English and how to layout your reports in a professional and contemporary way.</p>	<p>Anybody who is responsible for producing reports for colleagues and clients.</p>
<p><b>Stress Management - taking control of your wellbeing</b></p> 	<p>Review your wellbeing and develop ways to get the most out of your life and develop resilience. This course helps you to look at what you want to achieve, your strengths and many other issues plus learn lots of tools and techniques which are easy to use to be in control of your life.</p>	<p>Anybody who would like to be in more control of their life and identify many ways to develop resilience and manage their wellbeing.</p>
<p><b>CV Writing &amp; Interview Skills</b></p> 	<p>A highly practical workshop for those who are needing to revamp their CVs and to prepare for the pressurised environment of interviews. It looks at how to review your skill base and to ensure that your CV stands out in the shortlist sift. Help with the important interview techniques, including handling assessment centre type interviews and competency based questioning.</p>	<p>Anybody who is preparing to find a new job or applying for a new role within their current organisation.</p>
<p><b>Interviewing Skills for Managers</b></p> 	<p>This workshop will show you how to control an interview and how to use listening and questioning techniques in a effective way. You will learn how to probe with the right questions to get the interviewees talking, how to get all the facts, and how to clarify the information. You will also learn how to make the right decisions using the head rather than the heart.</p>	<p>Any manager or HR professional who undertakes interviews for recruitment, appraisals or disciplinary hearings.</p>
<p><b>Psychology for Business</b></p> 	<p>The Model of Human Behaviour - A psychological model that underpins what drives our behaviour. Communication &amp; Influencing Styles - Understanding of the different styles and approaches we each have. The Pillars of NLP - Neuro-Linguistic Programming tools and techniques for understanding what motivates people.</p>	<p>Anybody interested in people, particularly those who rely on their interactions with others in their professional lives.</p>
<p><b>An Introduction to NLP</b></p> 	<p>Neuro-Linguistic Programming has been described as the art and science of personal excellence. This one day programme will give you a highly practical introduction to NLP and show you how it can help review your behaviours and communication styles, to achieve outstanding results at work and in your personal life. You will gain a wide range of tools to help you communicate more effectively.</p>	<p>Managers looking to bring together their teams to look at communication styles and behaviours for further development as individuals and in a group.</p>

Finance, IT, HR & Training	Content	Who's it for?
<p><b>Finance - Budgets, Cash Flow, Business Planning and more (2 days)</b></p> 	<p>The two days are designed to help you to understand the financial drivers within a business - from explaining the financial terms that accountants may use through the development of budgets from a meaningful business plan to the delivery of a true and fair set of accounts.</p>	<p>Anyone with responsibility for financial performance or who requires an understanding of basic financial principles.</p>
<p><b>Finance for Directors and Senior Managers</b></p> 	<p>Senior non-financial executives need to have an understanding of the role of the finance function and the operation of sound financial controls to ensure the integrity of accounts. This course will give you the understanding of management of cash and profitability and the use of accounting reports and financial data to support the achievement of strategic business objectives.</p>	<p>Anyone with formal responsibility for financial performance including directors, senior managers and proprietors.</p>
<p><b>Bookkeeping and simple finances for administrators</b></p> 	<p>Whether you work in the public, private or not-for-profit sector the course provides you with a basic understanding of accountancy, bookkeeping and financial management. It covers the day to day operation of the cashbook, the use of ledgers and the contents of year end accounts (including trading, profit &amp; loss accounts and balance sheet).</p>	<p>Office and Administration Managers who would like or need to have a grasp of the basic principles of accountancy, bookkeeping and finance.</p>
<p><b>Microsoft Suite 2003 - 2010</b></p> 	<p>These in house courses cover Word, Excel, PowerPoint, Project and Outlook from Beginner to Advanced level. The versions include 2003, 2007 or 2010 and if required can be tailored to cover the conversion from one version to another. You have the option of 1:1 training or as part of a group of up to 8 colleagues. This is delivered at your site, or for group training, at our Tunbridge Wells IT suite.</p>	<p>Any member of staff looking to increase their working knowledge of the Microsoft suite of applications, whatever their level of experience.</p>
<p><b>HR Essentials (2 days)</b></p> 	<p>This course is for you if you have limited experience in the fundamentals of HR management. It covers key employment issues including: recruitment, employment law and performance management. You will learn how to recruit the right staff, how to support them with appropriate policies and procedures, how to progress their careers and how to manage performance issues.</p>	<p>Managers and HR advisors who need to understand the essentials of human resource management and employment law</p>
<p><b>Employment Law, Managing Absence and Disciplinary situations (2 days)</b></p> 	<p>This two day course will provide you with a comprehensive grounding and practical guidance on getting to grips with managing difficult employee situations within the Law. In a friendly, easy to understand way, you will learn about important recent developments in legislation and review methods and procedures to manage employment situations safely, using exercises, case studies and group discussions.</p>	<p>Owners, managers and HR professionals.</p>
<p><b>Discipline &amp; Dismissal</b></p> 	<p>Handling discipline and dismissal issues needs to be done with care - and confidence - and within legal boundaries and is one part of the manager's role which can cause the most concern. This course will provide managers with practical ways of dealing effectively with these difficult issues. Templates will be available for use back in the workplace to personalise for your needs.</p>	<p>Managers and supervisors who need to deal with disciplinary and dismissal issues as part of their job roles.</p>

Finance, IT, HR & Training	Content	Who's it for?
<b>Managing Absence</b> 	<p>Would you like to know how to deal with absence effectively - and without ending up in an employment tribunal? This course is designed to give you a practical understanding of how to manage absences from work in a fair, timely and consistent manner and within the law. Templates will be available for you to customise and use back in the workplace.</p>	<p>Any one who needs to deal with absence from work - sympathetically, effectively and legally.</p>
<b>Train the Trainer - training skills for those who deliver training events</b> 	<p>Trainers need a whole raft of skills to be effective. In this highly participative 2-day workshop, you will learn how to plan and prepare for an engaging and memorable training course that will achieve results. You will learn how to write training notes, how to conduct a training session and how to evaluate and assess the effectiveness of the training.</p>	<p>People new to training or for those whose role requires them to conduct occasional training for groups of staff.</p>



*Kent Trainers are an approved Development Provider of the Institute of Leadership and Management (ILM). Our Team Leader and Management Programmes are recognised by the ILM. Delegates are automatically registered with the ILM and will receive a certificate of achievement which can be used towards further qualification programmes. In addition, they have free studying membership of the ILM which will entitle them to access a range of additional learning resources to enhance their knowledge. Our bespoke In-House training can also take advantage of these benefits.*

*"The courses are always informal and are delivered by true professionals who are extremely helpful and inspirational.*

*Chilston Park Hotel is superb."*

*"Really useful - did what it said on the tin!*








*Best event I have attended in years."*










*"Thank you for a very interesting and enlightening day. The delegates said they found it very useful.*

*I feel that this year they are going to tackle the appraisal process with vigour and a positive attitude."*

*"The course was very informative, hands on and enjoyable. I wanted to come up with strategies for managing conflict and this happened."*

Sales, Marketing & Customer Care	Content	Who's it for?
<p><b>New to Sales</b></p> 	<p>Selling is not just about product knowledge but engaging your buyer before you try to sell to them. If you are new to the sales role, this course will help you with tried and tested techniques for increasing your sales conversions. It covers the role of the salesperson; researching the client and setting objectives; presenting benefits; closing positively; and overcoming objections.</p>	<p>Anyone new to sales or those with experience but no formal training in the art of selling.</p>
<p><b>Selling by Phone</b></p> 	<p>Do you promote your goods and services to your customers by phone? This workshop is designed for both inbound and outbound calls and will enable you to establish your customers' needs, meet these and thus increase sales. You'll discover the tips for getting past the "gate-keeper", handling the "No" responses and identifying opportunities to cross sell goods and services.</p>	<p>Any member of the team who uses the phone to regularly contact clients to sell goods or services.</p>
<p><b>Sales Negotiations</b></p> 	<p>Negotiations are about getting a balance of the win-win scenario so that everyone involved feels that they have got the result they want. This course will give you a range of negotiation skills in order to achieve a successful outcome from discussions with clients. You will work on an action plan to take back to the workplace for immediate use when dealing with client negotiations.</p>	<p>Sales people who would like to extend their expertise in negotiations with clients either face to face or by telephone.</p>
<p><b>Face to face selling - the client meeting</b></p> 	<p>This in house course is designed for sales staff to look at building the client relationship. It focuses on researching the client, preparing for the meeting, building the rapport between you and your customers, developing listening skills, dealing with difficult customers and making the sale. An interactive course that works on communication and confidence and how to get the most out of client meetings.</p>	<p>Anyone who undertakes face to face sales meetings with clients.</p>
<p><b>Sales Team Management</b></p> 	<p>Many excellent sales people are given the task of managing the team because of their sales skills. However this management role is very different from the skills needed to sell to clients and customers. If you are responsible for managing your sales team and want to help them improve their efficiency and meet their targets, then this course is designed with you in mind.</p>	<p>Managers who want to energise and motivate their sales team to achieve and improve their performance and thus exceed their targets.</p>
<p><b>Strategic Commercial Awareness</b></p> 	<p>This bespoke in house course will give your organisation the opportunity to consider the future, build and implement a cogent strategy so that you can adapt, survive and thrive. You'll come away as a group being able to work "on" your business rather than just "in" it with a developed strategic business plan for the way forward.</p>	<p>Senior managers, key players in the business, shareholders, proprietors.</p>
<p><b>Key Account Management and Development</b></p> 	<p>On this course you will learn how to apply a structured approach to developing key accounts: looking at those accounts worth developing and when to walk away. You'll explore how to build on the relationships to provide your clients with the service level they require. This in turn will be rewarded with long term business for your organisation.</p>	<p>Experienced sales people who are building and developing business from existing clients.</p>

Sales, Marketing & Customer Care	Content	Who's it for?
<p><b>Marketing today: Online and offline secrets of success</b></p> 	<p>You may be writing your own website and marketing materials, but you might not know what tips, tricks, and techniques you're missing. In this fun and interactive session, you'll learn the secrets of writing words that change behaviour so your readers take the action you want them to take - whether that is to buy something, subscribe to something, or something else.</p>	<p>Anyone responsible for marketing an organisation, product, or service and looking for confidence in getting the message across in the most cost-effective way.</p>
<p><b>Making Social Media Work for You</b></p> 	<p>Twitter, LinkedIn, Facebook, Blogging... the list is endless and whilst many of us are able to set up accounts and dance around on the fringes of the social media scene, this in-house course will provide you with all the help you need to focus on making the various media formats work for your particular business. Please have online accounts already set up and bring your own laptop.</p>	<p>Anyone who wants to use social media to raise their online profile and boost sales.</p>
<p><b>Event Management - Organising and Planning Events</b></p> 	<p>This one day event management workshop will give you the confidence to undertake whatever event you are responsible for organising. It will give you the essential tools to plan any event, to work effectively with project members and to ensure that the event comes in on budget - and is a great success!</p>	<p>This organising an event course is for anybody who is required to have a lead role in event management.</p>
<p><b>Become a Customer Service Star - 2 days</b></p> 	<p>In a fiercely competitive market, it is vital to put customers first and go the extra mile so that you become the provider of choice. This programme will provide delegates with key skills to interact with customers through a variety of different communication channels such as face to face, on the telephone and through social media.</p>	<p>All staff - at every level!</p>
<p><b>Service Users - handling difficult service users successfully</b></p> 	<p>This course focuses on how to handle complaints and criticisms of your service including when to say 'sorry'. You'll explore how to handle angry and verbally aggressive clients; when to accept that you can do no more; and ensuring you don't take it personally. It also deals with how to ensure that any important information isn't overlooked when dealing with a serial complainer.</p>	<p>People who regularly come in to contact with people who use their services.</p>
<p><b>Reception Skills - the face of your organisation</b></p> 	<p>The first point of contact a customer has in any business is usually this member of staff who creates the first impressions of your company and this may affect any future relationships. This course will provide practical solutions on the day to day aspects of the job, giving you the confidence to represent the business to all clients, visitors and staff.</p>	<p>People responsible for meeting customers and visitors to your organisation, either face-to-face or by telephone.</p>
<p><b>Partnership working - develop successful shared service partnerships</b></p> 	<p>This one day course is designed to enable all those involved in partnership working at Local Government level to clarify the aims and objectives of the individual groups and how to play to each others' strengths in ensuring the "whole is more effective than the sum of its parts".</p>	<p>Anybody who is required to have a lead role in event management.</p>