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A – Z of Training For Success



M A R C U S B O H N
A S S O C I A T E S

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A – Z of Training For Success

This booklet gives you an overview of our key areas of specialism: **Sales, Management, Presentation skills, Customer Care and General Business Development skills**. Each section may be run as an individual programme or one of a number of topics chosen to be linked together as a tailored programme to meet your specific training objectives. The modules are arranged alphabetically and also indexed on pages 23-24 under the relevant categories.

Marcus Bohn has an unsurpassed track record of success and customer service, training more than 175,000 delegates worldwide since 1976.

For further information please contact us on: 01992 633882

Bespoke Training

Each programme can be run as standard or tailored to meet your specific objectives, taking into consideration company culture, terminology and strategy. Individually designed case studies and exercises can be designed to support the learning back in the workplace. We can also develop individual programmes from scratch following a detailed brief.

Personal Coaching & Mentoring

All of our training consultants have real experience of business working at a senior level. One-to-One Coaching is proven to be the most effective and successful way of developing talent within a business at senior level. Personal One-to-One Coaching may also be required for meeting individual requirements. Please ask for more details.

Consultancy

Need to streamline your business processes or introduce new procedures? Our consultants can utilise their experience, background and skills to work with you to create new ways of working smarter, more effectively and more efficiently. Many work with clients on large-scale projects to aid the implementation of new strategies and changes in business.

Conference Master Classes & After Dinner Speakers

From 20 to 2,000 delegates, all day, half day or evening conferences we have motivational speakers who can design and deliver inspirational messages on a number of topics including sales, body language, motivation and management, to make your event unforgettable.

A

Account Management

Having formed general strategies and developed their sales technique, salespeople must be able to design effective strategies for each account or sales opportunity. This requires an understanding of each account's Aims, Objectives, Strategy and Tactics. This module shows how to differentiate between and effectively use these four stages of the strategic process to be more effective and successful in developing your accounts. This module also covers core communication, planning and sales skills to develop and manage successful long term Accounts.

Achieving & Sustaining High Performance

A one-day workshop to help delegates to understand the key components and processes of achieving and then importantly sustaining high performance at work. Delivered through a blend of discussion, taught content and practical activities, this course will provide delegates with a toolkit of techniques and strategies they can use to improve their performance and maximise their potential.

Advanced Sales Skills

The 'partnership' approach to selling is the foundation for this intensive sales programme. As competition becomes even fiercer, so working harder is not enough. Even experienced salespeople need to learn new strategies and sales styles to make the most of fewer opportunities. The focus of this programme is on starting and developing strong relationships with customers along with the sophisticated sales and communication skills and techniques that this requires. This module incorporates advanced communication skills, benefits selling and advanced negotiation skills.

Advanced Sales & Negotiation

This programme builds on core sales skills and structure giving delegates new ways of winning business and being more effective. The programme delves deeper into understanding communication skills and customer types, buyer's needs, negotiating tactics and structure to maintain performance.

Analysis, Judgment & Effective Decision Making

How do we know we've made a good decision, how do we exercise judgement and how does our personality affect our decision making? This course takes an in-depth look at the decision making process and provides insight and tools for effective decision making both individually and as a team. The course includes; how to distinguish between the different categories of decisions (command, consultative and concertative) and when to apply them effectively, how to gain insight to improve decision making by taking into account your personality profile and practise using appropriate decision making tools in circumstances such as determining root cause, making multi criteria choice, creativity, prioritisation and risk assessment.

A Passion For Our Business – A Passion For Customer Service

Do we always take the time to understand the vision of our business, where we are going and what we want?? This programme starts by looking at what we stand for and who we are before looking at our customers; who they are, what they want and how we can bring these two together by offering exceptional customer service through best practise communication and influencing skills. We look at what gets in the way of offering exceptional service, turning complaints into opportunities and putting ourselves in the 'customers shoes' to understand how we can establish what the customers really want and why they may react the way they do. An engaging fast paced programme for those wanting to change the level of service that they offer as a standard.

Appointment Making

Making appointments with new prospects can be difficult in itself. Making effective appointments with the right prospect requires planning and persuasive skills of a high order. Yet the task of telephone canvassing can be mastered more easily than almost any other aspect of selling, if salespeople follow the rules. Covering a core process and key communication skills this module builds skill, confidence and ultimately results.

Appraisal & Performance Review

Staff appraisal should be a festival of motivation. It is not a vehicle for criticism, but a problem solving exercise in which two people learn through interaction. Because it is a major corporate activity, it requires a wide variety of communication skills and problem solving techniques. Above all, appraisal is an integral part of management by objectives and should be a continuous process. This programme covers the performance review and appraisal process and the communication skills needed to make it effective.

Art Of Conducting Effective Meetings

Have you attended meetings that have lacked focus, lacked direction, over-run and when you left felt like you had achieved very little? By attending this programme, you will increase your confidence, develop a robust, practical structure and importantly, when people attend your meetings they will be both uplifted and motivated and feel it was time well spent. Your meetings will become legendary.

Assertiveness For Managers & Supervisors

Supervisors and Managers need to be able to get the best from staff quickly and without creating negative feelings. Not all of us feel we naturally have the necessary confidence to inspire those around us to act on our messages. Furthermore, assertiveness becomes an all-important tool for Managers when we need to handle difficult staff and situations. This programme addresses the language we use in such situations and the importance of the non-linguistic cues we give to staff to help managers increase their assertiveness. This module can also be incorporated into sales training and communication skills programmes.

Assertiveness For Individuals

A one-day programme designed to increase skills and understanding, moving delegates closer to being assertive in all aspects of their work (and private) life. It will help delegates improve relationships with customers/clients, peers, their manager, directors/senior managers and distributors by increasing knowledge and skill on how to be a more assertive person. Aimed at delegates who are too passive or aggressive, developing them to become more assertive.

B

Basic Principles Of Buying Facilitation

A one-day workshop to understand how the Buying Process is different to more typical sales approaches and how by using the appropriate facilitation questions you can hugely increase the changes of success before you even start 'selling'.

Behavioural Analysis

Most good salespeople instinctively adapt their behaviour to the different personalities of their customers. This module shows how to put those instincts to more effective use. Behavioural styles are divided into four main categories; Drivers, Expressives, Analyticals and Amiables. There are sound general principles for modifying strategies and tactics to deal with each style. By following these guidelines, salespeople will be able to partner decision makers in satisfying their material and emotional needs and thus become more effective in their roles. This module is built into most training programmes.

Building Dynamic Organisations

Does all of your Management Team work as one unit? This one-day workshop focuses on building a cohesive organisation through identifying the constituent parts of a winning team, identifying the challenge and working together more effectively.

Business Presentation Skills

Ideally, all presentations should be designed around presenting to your audience a summary of the wants, needs and concerns of the customer. Some presentations can be competitive, and need to deal with comparisons. To present our solution in the best possible light we need to develop skills in structure and control, audience participation, verbal and non-verbal communication. In a sales presentation, these must be synthesised with our sales techniques of objection handling and closing. This module shows how to combine these skills within an effective presentation framework and can be tailored to meet the objectives for specific types of presentation, different levels and types of audience. The programme gives delegate an 'on their feet' experience and practice to gain confidence and understanding the effects of structure, body language, tone and content to make their presentations successful, whatever level and audience they are presenting to. This course can be non-sales or sales focused.

Business Writing Skills

Written communications play a significant part in the reputation that precedes your company, so it is paramount that we make the right impression with them. If you are new to written business communications, have never worked in an office environment or just want to polish up on the art of writing letters and emails professionally, then this is the course for you. It covers professional standards with regards to the layout, structure, content and style of letters and emails, signing off and signatures, font and colour of text, punctuation and grammar.

Buyer Negotiation

Negotiation begins where selling ends and should promote a win/win relationship between buyer and seller. Its main purpose is to trade concessions to achieve optimum profit for both sides. The buyers have agreed that the seller's product will satisfy their needs. They are now concerned about securing the best terms and conditions. Buyers need to understand why and how salespeople think and behave so they can maximise their own position. This module focuses on planning, anticipating the needs, strengths, weaknesses and likely strategies of the other party, and the employment of the right techniques in the right framework to ensure a successful outcome.

C

Change Management

New strategies, management initiatives and various external factors can force us to need to change the way we work. This can lead to confusion and indignation in staff as change is often frowned upon or feared. This course shows how change can be embraced as a positive force, which can lead your company into new, challenging, and profitable territories and describes how by utilising managerial clarity and support, change can be used as a positive and powerful tool to reshape your company. This course can be run at all levels throughout the organisation.

Closing

This module shows how to obtain agreement to ideas and actions throughout the decision making process without appearing to pressure the buyer. It also demonstrates a wide variety of closing methods to overcome difficulties caused by competition, political situations and the psychological needs of the prospective customer.

Coaching

Coaching is a process in which a manager, through direct discussion and guided activity, helps a colleague or team member to learn to solve a problem, or to do a task, better than would otherwise have been the case. Effective coaching calls for dedication and commitment and is undoubtedly time consuming if it is to be done well. It also provides the dedicated manager with a tool of real worth for developing his/her staff and for building bonds and relationships with his/her people. As such, coaching is potentially one of the most rewarding managerial activities. Coaching programmes can be delivered at a variety of levels including Team and Management Coaching.

Coaching For High Performance In (Sales) Teams

"People improve productivity, not organisations." The challenge for every manager is to develop the people working for them to make the most of their potential and skills. This can be achieved by making coaching a normal activity and creating an environment where it is an integral part of the way things are done. However, many managers find it a real challenge to do this. The reasons are many and varied although they are often an excuse to hide the real one – they are concerned about not knowing how to coach and think there is some mystique around it. This workshop takes away these concerns. Delegates are shown why it is so important to make time to start coaching people; and given the underpinning knowledge and awareness to enable them to feel more confident about beginning coaching; and be given the tools and skills to carry out coaching. This two-day workshop is highly interactive and practical. Coaching is a skill best learned through practice! Although there will be some theory and self-assessment, there will be many opportunities to practice the skills you will learn.

Cold-Calling

Conducted skilfully, a telephone account-prospecting programme is a highly efficient and cost effective means by which to open new business relationships. Delegates learn the structure, skills and techniques for planning and approaching new accounts from scratch, with skill, control and confidence. Essential performance measures for maintaining quality and consistency in approach styles across a team of account prospecting professionals are also covered. Recorded role-plays are included to increase confidence and continuously improve approach and style.

Commercial Awareness

In the changing economic environment, companies need to be confident of their own place in the market as well as the product offering and culture of their competitors. In this workshop based module, delegates will consider their position in the marketplace and how to link commercial awareness with business strategy. The module aims to give delegates grounding in business structure, strategy and how business works in the wider market.

Communication Skills

This module stresses the importance of communication as a core skill. Effective communication with our clients has three key components: speaking, listening and creating space for effective communication to take place. All are important, but none more so than effective listening where you truly hear with accuracy. Communication is at the core of any business. Until we master communication skills we will never be able to deliver the results that we expect and deserve. We may have all the knowledge and skills that we need to do the job but if we are unable to communicate them, then nobody will ever know. There is a vital and basic cornerstone to all communication. We can be a 'transmitter' or a 'receiver' but, like old-fashioned two-way radios, we cannot do both at the same time.

Conference Master Classes/Workshops

Marcus Bohn offer various sessions from 60 minutes to 3 hours if you are looking for that 'something different' to make your Annual Sales Meeting or Conference a memorable event, but at the same time adding value as far as business performance is concerned. These development sessions can be run on various topics, for example:

Peak Performance Under Pressure – Mental Toughness

The world of Sales is full of challenges, constant change, deadlines and targets, setbacks and often extreme pressure. What enables some people to work effectively under such conditions, while others struggle to perform so well, is mental toughness. Research shows that adopting a performance mindset can often make the difference between achieving success or not. This workshop outlines a simple and practical model of mental toughness based on proven performance psychology techniques, and will help delegates to develop their own mental toughness plan to enable them to achieve high performance under pressure.

Conflict Management Through Assertiveness

This one-day conflict-handling workshop is designed to encourage delegates to become more assertive in all aspects of their work (and private) life increasing their knowledge and skills on how to handle conflict more successfully improving relationships with customers/clients, peers, managers, directors/senior managers and distributors by being more assertive as opposed to passive or aggressive.

Consultative Selling

Historic approaches to selling were largely focused on achieving the 'sale' in completing a single transaction. Transactional selling is characterised by focusing on a single sale with orientation on product features. They tend to take place over short time scales with little customer contact and little measurement of customer satisfaction. In Consultative Selling the emphasis moves from 'transaction' to 'relationship'. The characteristics of relationship selling are focused on customer retention over a long time scale with high customer service emphasis, high customer commitment often with multi-level customer contact. This module looks at the interpersonal and communication skills needed to build stronger, more effective and longer-term relationships with your clients.

Counseling Skills

Counseling, like management, may be defined in many ways. Ideally, it should be a continuous process, based upon the needs of your staff. It may involve giving advice, more often it should take the form of helping others to find their own solutions to their problems. Successful counselors must have knowledge of leadership and communication styles and the ability to choose the best for each individual and situation. They need communication skills of a high order. Above all, they must be able to analyse problems and guide their people to find effective solutions. This may be a standalone one-day programme or module as part of a management development programme.

Creative Thinking / Problem Solving

The creative thinking and brainstorming module introduces delegates to a selection of techniques designed to generate new ideas and products, and to look at alternative ways of approaching business problems. All of the techniques involve generating solutions to business or man management problems, evaluating options, decision making and implementation skills. This programme is a workshop-based format. The case studies and exercises approach problem solving and ideas generation from both a structured and lateral thinking perspective, and include: De Bono's Thinking Hats, The Concept Fan, Simplex, Cost Benefit Analysis and Decision Tree Analysis. Delegates are encouraged to come to the session with a specific problem, issue or project, which the group will then brainstorm using one or more appropriate techniques discussed on the course.

CRM – Customer Relationship Management

CRM is all about developing a coordinated response to customers across all customer access and delivery channels. CRM is founded on customer knowledge and accurate customer profiling. It means linking sales and customer service; it means linking telesales and field sales; it means linking key account management with territory based sales organisations. This may be a standalone module or part of a wider sales training programme.

Customer Journey

The Customer Journey traces the decisions that complicated customers make in the B2B environment from the initial problems and issues that customers have to their eventual purchase decisions. Such decisions are more involved and complicated than those made in consumer markets and this journey needs to be identified and understood. The Customer Journey methodology identifies the customer buying process and specifies those sales processes and sales actions necessary to sell effectively to these customers.

Customer Orientation

An intensive one-day module, focusing on our approach to internal and external customers. The day covers customer expectations, recognition of existing service levels, use of positive language and attitude, influencing skills, building trust and dealing with difficult situations.

Customer Care Skills

Everyone in our business is involved in customer care whether on an internal or external basis. This programme identifies and teaches the core skills, processes and attitudes required to ensure your customers are always looked after and come back to you time after time.

Customer Service

The importance of excellent customer support as an integral part of a company's selling process to its customers is one of the major growth areas of training. There are two types of service: material and personal. Most of us tend to take material service for granted. We pay for it so we expect it. Personal service is another matter. It is seldom of a high standard, so when we receive it we are surprised and delighted. This programme shows how everyone who has any contact with customers can make personal service the key factor in winning business and keeping those customers. It covers all aspects of communicating effectively with customers in addition to the importance of good interpersonal skills with internal customers. It shows how to turn problems into opportunities, complaints into more business and discontented customers into happy customers.

Customer Service – 'From Good to Great'

Through understanding your and others behavioural style, communication and assertiveness skills, this programme focuses on how to improve the service you give and make your customers' experience move from 'good to great'.

D

Developing A Strategic Management Approach

A one-day workshop for new or existing managers looking at Leadership v Management, Strategic v Operational Leadership, Why Strategy Matters and the fundamental elements in a Strategic Plan. Delegates assess themselves in the qualities of a leader and work through the elements of creating the plan from tools, techniques, templates and external assessments, to ways to implement and use the plan.

Developing High Performers

High performers are a key asset to any business or organisation. Recruiting, developing and retaining talent has become a focus for many businesses. Being able to develop high performers from within the organisation is a highly effective and valuable way of improving business performance. This one-day workshop explores and understands the relationship between individual, team and organisational performance and how they link together and gives strategies, tools and techniques to enhance performance including developing a high performance mindset, improving confidence and self belief, sharpening focus and managing energy.

Direction

Director level competence appears very much to be related to the ability to cope with change, uncertainty and ambiguity. In light of these challenges, this intensive and rewarding one-day programme was designed to develop delegates' personal competence and confidence. The programme covers all aspects of Leadership and Motivation through seven short modules. Each module, part seminar and part workshop, uses live case studies, up-to-the-minute examples and evidence, practical techniques and incisive self-assessments to create an unforgettable experience. The modules include: Leadership, Motivation, Performance Standards, Communication, Personal Effectiveness and Personal Profiles.

Driving Sales Through Service

To win in today's market, organisations need to improve and/or maintain relationships with their key customers, deliver exceptional levels of customer service, rapidly grow sales, manage high-level sales calls and successfully negotiate and close deals. A critical need is to move the traditional focus from selling individual products and services to building relationships and offering solutions. This workshop has been designed to maximise the effectiveness of service and service personnel and managers to achieve the vision and sales strategy set by the business. It will offer the techniques, skills, processes and motivation to drive sales for the business.

E

Effective Business Writing Skills

Written communications play a significant part in the reputation that precedes your company, so it is paramount that we make the right impression with them. If you are new to written business communications, have never worked in an office environment or just want to polish up on the art of writing letters and emails professionally, then this is the course for you. It covers professional standards with regards to the layout, structure, content and style of letters and emails, signing off and signatures, font and colour of text, punctuation and grammar.

Effective Decision-Making

How do we know we've made a good decision, how do we exercise judgement and how does our personality affect our decision-making? This course takes an in-depth look at the decision making process and provides insight and tools for effective decision making both individually and as a team. The course includes; how to distinguish between the different categories of decisions (command, consultative and concertative) and when to apply them effectively, gain insight to improve decision making by taking into account their personality profile and practise using appropriate decision making tools in circumstances such as determining root cause, making multi criteria choice, creativity, prioritisation and risk assessment.

The Effective Administrator / 'From Good to Great' Team Support

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Effective Delegation

Delegation is always a difficult skill to learn when you think you can complete a task quicker and more effectively than someone else. The ability to recognise what should or shouldn't be delegated and how to communicate effectively, develop and empower others through delegation are key skills needed in everyday business. This module can be linked to or incorporate listening and coaching skills and motivating your team through delegation.

Effective Meeting Management

A meeting provides a unique opportunity to generate new ideas and create team spirit. It should also be a vehicle for gaining a group's commitment to improving performance, developing potential managers and using the experience of successful people to inspire and train others. This programme looks at the role of the chair, time management, keeping the meeting on track, encouraging input from everyone, reaching agreement and follow up. It considers how to do this in an appropriate, motivational and professional way.

Effective Self Management

This programme helps delegates to improve their time management and feel more in control of their life through understanding key result areas, their own beliefs and values, how to set clear and achievable goals and objectives, prioritise, manage and reduce the stress generated through poor time management.

Engineer As A Company Ambassador

This programme is designed to inspire service engineers to realise the importance of their contribution to the Company, give them a sense of purpose and encourage them to see themselves, directly or indirectly, as a business getter. The programme helps delegates identify how to contribute to their special role in providing the Company with a competitive edge above competitors and how a little extra effort during a service call can win their Company new opportunities that exist to help the sales effort. An intensive one-day workshop.

Essential Skills Of Customer Care

Everyone in our business is involved in customer care whether on an internal or external basis. This programme identifies and teaches the core skills, processes and attitudes required to ensure your customers are always looked after and come back to you time after time.

Essential Skills Of Managing People

This programme has been designed to give delegates a framework for employee development within modern business. In particular it has been designed for those who have responsibility to obtain the highest standards of work through and with those reporting to them. The programme covers the core management skills of coaching, communication skills, motivation, leadership, managing change, building successful teams, decision making and managing performance.

F

Facilitation Skills

Designed for Managers and Supervisors who want/need to develop more effective leadership skills to obtain the most and best out of individuals in challenging situations. This programme looks at how to stimulate group discussions, interactions and the confidence to effectively handle those who are dominating or steering the group's development.

Field Based Selling

This programme clears away the myths of selling and shows delegates how a structured approach to each call can bring success more often. It covers each stage of the selling process in a logical sequence moving through each technique at a pace to suit the audience. The programme does not just talk about the generalities of selling; the programme director is skilled in helping each delegate devise words and phrases to suit their business, develop new clients, build long term relationship, make more calls and be more motivated and effective.

Field Sales Management

This programme will help the Managers of Field Sales teams to: understand the difference between Management and Leadership, the importance of balancing Team, Task and Individual, develop more effective communication skills, understand and appreciate their own and others Management Styles. Delegates will also learn how to plan, structure and deliver a coaching session, recognise and utilise different ways of Managing Individuals, plan how to develop their team, know how to monitor and develop performance and motivation, feel confident in approaching performance problems and manage their time more effectively.

Field Service Management

Quality customer service is a vital way in which to differentiate our business, to add value and to protect our margins and our customer base. This practical and stimulating programme is designed specifically to help service managers identify those areas where they can enhance customer service, develop their teams and build customer loyalty. Topics include Teamwork, Customer Focus, Recruiting, Managing Performance and Managing Ourselves.

Finance

A wide variety of Finance topics can be covered including: the meaning of profit, the meaning of cash, Stock and debtor management, Costs and their impact on product and company profitability. Tendering – different scenarios which may be negotiated within a contract and the financial impacts of those decisions including volume rebates, credit agreements, margin etc, Customer profitability and Financial performance measures. All Finance programmes are recommended to be tailored to your business utilising company terminology, performance measures and reports to aid immediate understanding and relevance for those not in a finance role. Finance training can be run at basic, intermediate and advanced (board) level.

Finance – How To Discuss Finance With Confidence

Increase your confidence and knowledge in speaking and negotiating with Finance Directors through this course designed to understand:

- The financial language used by customers and to clarify the financial terms and accounting conventions used in and by Financial Directors and other key decision makers in everyday business.
- Illustrate and explain the key performance measures used within the business and how behaviour impacts on these measures (ROI, ROCE, Gross Margin)
- Understand the financial methods used in longer-term purchasing decisions including DCF, NPV and lifecycle costing.

Finance For Sales People

Every business is governed by its ability to use people and money to make profits. Salespeople and managers can benefit from a sound knowledge of business finance in two ways:

- a. They can show customers how a product or service can improve their profitability.
- b. And they can negotiate to improve their own performance in terms of profit as well as volume.

This module covers what a salesperson needs to know or learn in an entertaining way, designed to appeal to those of us who regard finance as a forbidding subject.

Finance For Non-Financial Managers

A one or two day workshop designed to introduce Managers to the Fundamentals of Finance. Key topics include: understanding and appraising financial statements, key performance indicators and ratios, effective forecasting and business analysis. For maximum benefit it is highly recommended that this course be tailored to your business utilising key financial processes, statements and terminology.

'From Good to Great' Customer Service

Through understanding your and others behavioural style, communication and assertiveness skills, this programme focuses on how to improve the service you give and make your customers' experience move from 'good to great'.

'From Good to Great' Team Support / The Effective Administrator

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Fundamentals Of Management

A two-day programme designed to provide delegates with proven techniques and strategies on how to maximise both their own personal performance as a manager and their team's performance. With a clear focus on 'achieving through people', this course looks at the complex issues involved and the fundamental skills necessary to be truly successful within a people management arena.

G

Gaining More Business Meetings

The objective of this one-day programme is to give people greater confidence, more self-belief and a greater ability to achieve more appointments. It will entail the 3 key elements of communication and how critical it is to differentiate your sellers from all other sellers in the market place, getting through 'Gate Keepers' and techniques that will improve their success in reaching more 'Decision Makers. They will then examine a process that increases the success ratio of calls to appointments significantly and craft opening gambits to suit individual personalities. Delegates will be given an opportunity to practise their new wording on a telephone coaching system and hear when played back how it sounds to be in the Buyer's world. They will also discuss objections typically faced from their clients and practise 2 techniques to again increase their success ratio. In order to manage their time and logistics effectively, we will ensure that questions are positioned to understand the true potential of the client before an appointment is offered. Having gained this information, we will discuss the very best way to close an appointment.

Great Job, Great Life – Planning & Time Management

- Are you still in the office when everyone else has gone home, or in before anyone arrives?
- Does 24 hours feel like, I work, I sleep, I work?
- Is managing your time and workload becoming increasingly stressful?
- My 'Me' time is virtually non-existent

If you have answered 'Yes' to one or more of these questions then attending this programme will turn those answers into 'No' and your work-life balance will resume – It's a promise!

H

Handling Difficult People & Situations

Most of us do not like dealing with conflict, or potential conflict, whatever the cause. Even if we do think it is not an issue, whether we handle it constructively is debatable! We often choose to do one of: avoid it, concede to the other party, have a win or else attitude – or leave it simmering. This programme looks how you can approach these situations differently so that you can tackle them in a constructive and positive manner. We explore ways of looking at conflict and difficult situations more objectively. You learn how to choose from a variety of different behavioural and influencing approaches so that you can use the most appropriate for the situation or the individual. The workshop uses many practical activities and it involves a considerable amount of self-learning which will prove useful in many different contexts.

High Performing Teams

A one-day workshop to help delegates to understand what makes a high performing team, to assess and understand where they are currently as a team, and to develop strategies and approaches for moving forward as a high performing team.

How To Wow The Customer Over The Phone

Response and action required by the customer is continually on the increase in this competitive world we live in. Technology has added to this with the use of email and the telephone. But customers want people, not technology and the demand for exceptional service is an everyday requirement. Learn how to enhance your skills to provide exceptional service over the phone that wows your customers and keeps them coming back for more!



Improve Your Influencing Skills

Getting others to do what you want – willingly!

If managers and others are more flexible and effective in their influencing skills, conflict is reduced and so are errors and misunderstandings. To improve our influencing skills we need to recognise that we have to adapt our behaviour and become more flexible in our interactions. In this highly practical workshop delegates will learn more about how they communicate and the impact they have on others. They will increase their awareness of their own style and preferences in the way they operate. Delegates will develop a range of different skills to increase their flexibility when wanting to communicate with and influence others and will learn how to use specific “push” and “pull” influencing approaches and when each is more effective. They will realise the importance of particular words and language if they are to be more effective in influencing others. They will be able to choose and use different approaches to suit different people and situations, both within their work and lives away from work.

Improving Your Problem-Solving & Decision-Making

This highly practical workshop gives delegates a range of tools to help them deal with business problems and challenges more effectively. Individuals will recognise the benefit of assessing problems to identify the root causes before covering a mix of approaches – both logical and creative. They practice a number of techniques within each of these, taking the opportunity to work with real issues from their own organisation. This means delegates can take back workable solutions and begin to apply them immediately. The course looks at several ways of evaluating options and assessing risk and implications so that individuals can make decisions with more confidence – and with the best available commercial outcomes.

Intelligent Risk Taking – Out Of The Comfort Zone & Towards The Edge

Taking risk, whether financial, emotional, physical or other is a key part of taking your performance to its highest levels. Whenever we are on our edges – the edge of our capabilities, the edge of our knowledge, the edge of our confidence – we are in a place of potential growth and pushing our performance potential higher. However being on these edges is not an easy place to be. When we choose to look for those edges, to take ourselves there and to stay on them, then we are truly pushing the boundaries of our individual, team and leadership performance. This one-day workshop helps you to understand how you can take intelligent risk to move to your edges – to maximise your performance potential.

Internal Customer

How often do we stop and think about our colleagues, what their job entails, how we interact with them and what we could do to make their lives easier? People within our company are our ‘internal’ customers and it is essential that we communicate and cooperate with them more efficiently if we are to serve our ‘external’ customers effectively and provide a first class service to them. This course focuses on effective communication and how we can adapt our approach to suit different customer types, influencing tactics to build rapport, commitment and trust, dealing with difficult people, handling resistance and complaints, diffusing difficult situations and gaining commitment.

Interpersonal Skills For Business Success

Effective ‘people’ skills are crucial in all successful businesses. This workshop for managers will coach participants to become more effective in their interactions with people at all levels – their boss, their colleagues, team members and others. The emphasis will be on one-to-one relationships, but teamwork and ability to influence groups will also be included.

Interviewing & Staff Selection

Staff selection is one of the most important functions of a manager. This module provides an up-to-date framework for selecting good people and avoiding costly recruitment errors. The process begins with a well-conceived candidate profile, highlighting the attributes crucial to success. We must then master interviewing techniques and communication skills to determine which candidates possess those qualities. Good interviewers must be free of prejudice. They must employ a wide range of questioning skills and, above all, become masters of the latest techniques of evaluating candidate’s responses. This can be a standalone course or part of a wider management programme.

Introduction To Marketing

Introduction to Marketing provides a powerful framework for all commercial decisions. Key input and agreement on Segmentation, Differentiation and Positioning crucial. How these decisions are then implemented through Product, Promotion, Place and Price put marketing into action.

Introduction To Management

An intensive programme designed to cover the core skills of management including; achieving results through people, leadership, building successful teams, communication skills, coaching, change and personal organisation.

J

K

Key Account Management

The world of buying and selling is evolving rapidly and many suppliers may have been slow to recognise what is happening with their customers. The trend is to select fewer preferred suppliers and to build open, collaborative, strategic alliances with them. This trend can mean growth and prosperity for those suppliers who can respond appropriately. Investing resources in strategic alliances with carefully chosen Key Accounts is a practical route to achieving corporate objectives in terms of growth and profitability. This programme looks at what is considered a key account in your business and how to develop more long term, strategic and profitable relationships with those clients.

Key Account Penetration

The decision processes of our major customers tend to be complex, and our plans to achieve effective coverage need to be highly professional. This module highlights the need to plan penetration in terms of depth, breadth and speed and introduce a Three Tier Approach to top managers, functional managers and purchasing. Clearly we will need to contact decision influencers as well as decision makers and this involves interacting with decision partners, advocate partners and information partners and building stronger and thus more successful relationships with them.

Key Account Selection

The traditional method of selecting key accounts was 'Pareto's Law', which told us that 80% of our business would be derived from 20% of our customer base. The problem was that it proved to be a self-fulfilling prophecy. As accounts expanded, so did the resources we gave them. As they declined, our efforts diminished accordingly. Companies who realise that the Pareto Curve lacks dynamism are employing methods based on 'The Boston Matrix'. This enables them to evaluate existing accounts by potential as well as historic results and new opportunities by chances of success as well as potential volume and profit. This module forms part of a Key Account or Strategic Account programme.

Key Account Strategies

Having formed general strategies and developed their sales technique, salespeople must be able to design effective strategies for each account or sales opportunity. This requires an understanding of Aims, Objectives, Strategy and Tactics and this module shows how to differentiate between and use these four stages of the strategic process. This module forms part of the Key Account or Strategic Account process.

L

Leadership In Management

There are many definitions of management; this module analyses two of them. '*Getting results through the efforts of others.*' and '*Achieving results through the efficient and economic utilisation of people and resources.*' The human relations school emphasises the motivation of others, which means giving them freedom of action. The scientific school emphasises getting results, which may require tight direction, supervision and measurement. This module looks at the difference between leading and managing and how to develop and utilise both of these important skills. This is usually part of a wider management programme and can be run to delegates of all levels of management experience.

Leadership & Managing The Business (1)

An intensive one-day module for Managers covering leadership, management by objectives, giving direction, drive for results and understanding employee behaviour. These are supported by relevant role-plays and case studies.

Leadership & Managing The Business (2) – The Team

Building on module 1, this intensive one day programme covers how to develop an effective team, managing performance, coaching and business and commercial knowledge (business models, competition and finance).

Leadership & Managing The Business (3) – Organisation & Motivation

Part 3, another intensive one day module covers developing and motivating employees, self organisation, time management, problem solving and creative thinking.

Letter Writing

Every letter or proposal that you write costs your organisation money; it also costs your reader time and effort. To save your organisation's money and your reader's temper, make your writing clear and concise. The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals remain a permanent advertisement for you and your company. As writing skills develop, it will take **less** time to produce excellent results – not **more**. This programme can be workshop based to develop successful proposals, reports or letter structure.

Lifting Sales Performance for Your Team

Sometimes there isn't a 'one tool fixes the job' approach to improving performance across a team. Different people need different approaches and support. This workshop looks at the difference between coaching and mentoring, utilising linguistic techniques for supporting changes in behaviour and attitudes, the importance of having a flexible approach to a wide range of opportunities for improving performance and assessing the reasons for under performance.

Listening Skills

If salespeople wish to be seen as problem solvers by their customers they must be able to demonstrate that they are good listeners. Listening is an active, not a passive process. To be good listeners, we must master distractions, boredom, prejudices and our egos. It is not enough to try to concentrate. This module shows how to concentrate and be more effective by analysing both the content and the feeling of spoken and unspoken communication. This module can be incorporated into Customer Service, Sales and Management programmes and is usually linked to a Questioning Skills module.

M

Management By Objectives (MBO)

There is no single right objective for a company. For example, to emphasise only profit may endanger the survival of the business. To manage a business is to balance a variety of needs and goals. This requires judgement, which cannot be replaced by formulae. This programme works to develop a structured approach to all management tasks encouraging creativity, efficiency and balance.

Managing Change

New strategies, management initiatives and various external factors can force us to need to change the way we work. This can lead to confusion and indignation in staff as change is often frowned upon or feared. This course shows how change can be embraced as a positive force, which can lead your company into new, challenging, and profitable territories and describes how by utilising managerial clarity and support, change can be used as a positive and powerful tool to reshape your company. This course can be run at all levels throughout the organisation.

Managing Difficult & Demanding Customers

A beneficial course for those who experience difficult situations and customers, both over the phone and face-to-face on a regular basis. The trainer covers the skills required to understand what causes customers to be demanding, how to diffuse the situation, how to not take criticism personally, manage the situation effectively linking to understanding different types of customers through Behavioural Analysis and build the confidence to deal with unacceptable behaviour.

Managing Difficult Staff

Most of us do not like dealing with conflict, or potential conflict, whatever the cause. Even if we do think it is not an issue, whether we handle it constructively is debatable! We often choose to do one of: avoid it, concede to the other party, have a win or else attitude – or leave it simmering. This programme looks how you can approach these situations differently so that you can tackle them in a constructive and positive manner. We explore ways of looking at conflict and difficult situations more objectively. You learn how to choose from a variety of different behavioural and influencing approaches so that you can use the most appropriate for the situation or the individual. The workshop uses many practical activities and it involves a considerable amount of self-learning which will prove useful in many different contexts.

Managing Performance

Managing team and individual performance is an often neglected management skill. A solid framework for developing employees is key to ensuring individual and team motivation, communication, retention and results. This module incorporates communication skills, structure of reviews and appraisals, counseling, coaching and managing poor performance.

Managing Pressure At Work

Increasingly, pressure has become a feature of modern business. Some people thrive under pressure, others respond much less well. This workshop will look at the potential causes of pressure at work and help develop practical ideas of how to avoid unnecessary pressure and survive healthily!

Managing The People Elements Of Projects

Anyone who is responsible for managing projects faces a number of challenges, especially balancing the achieving of the task with leading and managing the project team members and influencing other stakeholders or functions who might be affected. There are plenty of tools and systems to help with the planning, resource allocation etc., but the key element for successful delivery of any project is the contribution of the people in the project team. This can often be the area where many technically competent project managers have difficulty in achieving success. This workshop is intended to address this aspect of the role and to equip the participants with a range of skills and tools to help them. There will be role-plays throughout to develop confidence and learning.

Maximising Performance In Turbulent Times

When times are tough you need tough people. Recent times have meant that many organisations are aiming to achieve more, and sometimes with less people resources. The demands and pressures of work have increased for many people and this has led to a growing importance on people to be able to sustain high performance in adverse and turbulent conditions. This one-day course teaches delegates the fundamentals of how to develop the mental toughness and performance skills required to maximise their performance in these turbulent times.

Maximising Sales Opportunities At Exhibitions

An Exhibition is a wonderful opportunity for a company to present its products or service, not only to existing clients, but also to new clients, new contacts, and new markets. This module covers the types of potential customers you may communicate with and how best to modify your individual style to be successful. It also incorporates questioning and listening skills, presentation of products, closing, follow up and a brief overview of the sales structure.

Media Awareness – Selling Against The Competition

In the current economic climate of increasing globalisation and the growth of the World Wide Web, competition for advertising revenue has become intense. The range and depth of media available to clients and advertisers means that those who are competing for advertising revenues have to become ever more professional and increasingly skilled at selling against a range of competitive media. This programme can cover negotiation, dealing with objections, selling on value and product rather than price.

Media Sales

Programmes include:

Major Account Selling Skills
Presenting The Portfolio

Sales Management Induction
Negotiating the Portfolio

Meeting Management

A meeting provides a unique opportunity to generate new ideas and create team spirit. It should also be a vehicle for gaining a group's commitment to improving performance, developing potential managers and using the experience of successful people to inspire and train others. This programme looks at the role of the chair, time management, keeping the meeting on track, encouraging input from everyone, reaching agreement and follow up. It considers how to do this in an appropriate, motivational and professional way.

Mental Toughness – Peak Performance Under Pressure

The world of Sales is full of challenges, constant change, deadlines and targets, setbacks and often extreme pressure. What enables some people to work effectively under such conditions, while others struggle to perform so well, is mental toughness. Research shows that adopting a performance mindset can often make the difference between achieving success or not. This workshop outlines a simple and practical model of mental toughness based on proven performance psychology techniques, and will help delegates to develop their own mental toughness plan to enable them to achieve high performance under pressure.

Modern Sales Management

If management means getting results through the efforts of others, then managing a sales force must be one of the most demanding tasks in any organisation. Salespeople get lonely. They are relatively unsupervised and expected to work on their own initiative. They learn mainly by trial and error. And, unless they are relying on repeat business, they fail more often than they succeed. This is not a pessimistic view; we believe it is a realistic one. And solving the unique problems of sales management is the keystone of this challenging programme. Topics covered include; leadership, team building, motivation, coaching, communication, meetings, counseling and performance management.

Motiv8

A one day motivation programme for everyone looking at Team vs. Individual motivation, the Motivation formula, the Power of Purpose and Values, Motivation Styles (Identifying yours and recognising others), Pain and Pleasure the Motivation Drivers and how to get leverage on these, Motivation Strategies (Mental Programmes), Motivation v Drive, as well as Recognising the Barriers to Motivation and how to overcome them. The group then considers how to Create Motivation through a variety of approaches and the Power of State and how to utilise positive resourceful states through creating compelling Thoughts and Goals introducing a powerful goal achievement process and timelines whilst considering physical, mental and emotional Energy and Motivation and how to Anchor Motivated States.

Motivating The Sales Team

All the important functions of management are presented within a central theme. Management is a science and an art. It requires careful analysis, planning and control - the scientific element. It also calls for skilful human relations - the art of motivating, leading and inspiring. The managers who can combine these two elements successfully will raise their teams to their full potential. This programme looks at how to make and keep your team motivated, enthusiastic and willing to make that extra call after a tough day.

Motivation & Peak Performance

Understanding how to maximise your own motivation and performance levels is key to undertaking your role whether it be sales, management or other, especially in tough markets. This workshop develops an understanding of key motivation and performance principles through practical easy to use strategies and experiential activities.

Multi-Level Selling

Reaping the true rewards available from our customers can be curtailed by missing opportunities to promote our company across the full range of decision-makers and influencers amongst our target audience. It is important to be able to identify the key decision-makers at our target accounts and maintain regular contact with them in a sales partnership context. This programme considers the type of sales you are involved in and how best to approach and communicate successfully to a wider audience within your client base.

N

Negotiating at C Level

In today's business environment, the importance of negotiating sound commercial business agreements for both you and your clients has never been more crucial. Intense competitive pressures combined with the need to meet your Company's business objectives often means we concede too much too soon. This programme will equip you with the skills to persuade your customer to believe they have reached your bottom line when in fact they haven't. It will also help you to consider alternative negotiable variables that you would never have previously considered. You will also have the opportunity to tackle classic buyers tactics and counter measures in a practical environment.

Negotiating Price Increases

In today's market of driving down costs and prices, your people need to have a strong understanding, approach and process to implementing price increases. This one-day workshop focuses on how to let the other party believe they have reached the bottom line and gives the tools to negotiate effectively.

Negotiating Profitable Sales

Many salespeople identify with their customers problems, rather than those of the company that employs them. So when a customer says 'your prices are too high' the reaction of most salespeople is to think about reducing prices, rather than defending the company pricing structure. This programme gives a core structure of how to negotiate from planning, strategy, dealing with professional buyers, implementation, to achieving win-win situations.

Networking (Sales) Skills

A one-day workshop designed to develop key interpersonal and communication skills for non-sales people to identify and progress new opportunities for business.

O

Objection Handling

We all have difficult customers to deal with at one time or another and how we deal with their objections may be the deciding factor in whether they decide to do business with us or not. Our Trainers will work with you to compile an objection handling template offering solutions for every scenario that your people can take away and use on their return to the workplace. It will also motivate teams who have to deal with difficult scenarios on a regular basis and enable them to make the next call with a fresh slate rather than sour taste. An interactive programme with role-plays and tailored case studies to make the training immediately and readily applicable to your business.

P

Partnership Selling

Historic approaches to selling were largely focused on achieving the 'sale' on completing a single transaction. Transaction selling is characterised by focusing on a single sale with orientation on product features. They tend to take place over short time scales with little customer contact and little measurement of customer satisfaction. As part of a sales process, communication skills and long-term relationship building are key to success. This module is incorporated into most sales programmes.

People Management Skills

This programme has been designed to give delegates a framework for employee development within modern business. In particular it has been designed for those who have responsibility to obtain the highest standards of work through and with those reporting to them. Core topics are: Communication Skills, Counseling, Coaching, Appraisals and Performance Management.

Performance Management

Effective Performance Management is critical to the success of any organisation. Managers have a responsibility to ensure that all the people who work with them are clear about what they are expected to do and how well they are achieving their goals. Managers also need to be equipped with coaching and counseling skills to enable them to direct their staff to new pinnacles of success. Key areas covered include: job descriptions, recruitment, performance standards, training, reviews and recognition systems.

Performing Under Pressure & Stress

When the pressure is on you can either thrive, survive or dive. This course is for people who want to be able to deliver consistent high performance even under pressure and stress. Understand how pressure and stress affect performance and learn practical strategies for keeping your head, managing energy and performing effectively under adverse conditions.

Personal Effectiveness & Time Management

The technological and information revolutions were supposed to give more time and yet the constant complaint from all quarters is; 'I need more time!' We cannot 'manage time'; we can only manage ourselves and those who 'steal' our time. Time Management involves self-management and taking control of our environment, planning, delegating and communicating effectively.

Personal Performance

An exciting new programme, which equips you to become more effective with your interactions with people at all levels, particularly those who could be 'difficult to handle'. The programme focuses on helping participants feel more comfortable when being honest with others on sensitive topics and will help them to negotiate in a potentially difficult situation and to obtain a positive outcome for all parties. It will provide a variety of tips in dealing with a range of one-to-one situations.

Personal Persuasion

Focusing on developing relationships with internal customers, influencing others and positive personal marketing – including the 'Horns & Halo Effect', the psychology of persuasion, 'Communication' and 'action'. This module is incorporated in to many sales programmes.

Persuasive Selling Skills

The first aim of this programme is to show delegates how a structured approach to each sale can bring success more often. Each stage of the selling process is covered in a logical sequence. A key approach is to develop a sense of ownership. Each sales person should feel that their territory is their own company and that everything that goes on in that territory is their responsibility.

Positioning

Positioning is a way of presenting a company, brand or product, which distinguishes it from the competition. Once considered the province of the marketing department, it is now a key process for sales directors and key account managers who wish to gain advantages over the competition by deciding position for individual customers. Above all, it can play a vital part in forming effective strategies and negotiating good business.

Practical Decision Making

One definition of the role of the Manager is that he/she 'must decide what has to be done and then get results through the efforts of others'. Making the right decisions is a crucial management responsibility; a sign on President Truman's desk read 'The buck stops here!' And yet, many management decisions, big and small, are sub-optimal. This module looks at how decisions can be made; either on an individual or group basis and what methods can be used to come to the best conclusion.

Presentation Skills

A sales presentation or demonstration must prove that the product or service we are recommending fulfils the customer's needs better than any alternative solution. Ideally, all presentations should be designed around a summary of the wants, needs and concerns of the customer. They should highlight the advantages and minimise the perceived disadvantages. Presentations are usually competitive, and they deal with comparisons. This programme gives delegates 'on their feet' experience and practice to gain confidence and understanding of the effects of structure, body language, tone and content to make their presentations successful, whatever level and audience they are presenting to. This course can be sales or non-sales focused.

Price, Presentation & Negotiation

This programme has been designed to aid salespeople in two main areas: Firstly, when presenting our proposition to customers it is essential that we have understood the salient areas of their needs. In turn this will allow us to highlight the areas of our proposal that have been specifically designed to benefit our customer. Secondly, where we have offered concessions to our customers these should be emphasised in the context of why they have been offered and what your company expects in return. This provides a clear basis on which to start the negotiation and will help to counter price negotiation tactics to help us maintain our margins and achieve the win-win.

Principles & Practise of Customer Care

The importance of excellent customer service as an integral part of a company's selling process to its customers is one of the major growth areas of training. There are two types of service: material and personal. Most of us tend to take material service for granted. We pay for it so we expect it. Personal service is another matter. It is seldom of a high standard, so when we receive it we are surprised and delighted. This programme includes; understanding the service culture, communication skills, creating positive impacts, dealing with difficult customers and situations, approaching change positively and keeping motivated in tough times.

Principles Of Marketing

The Principles of Marketing provides a powerful framework for all commercial decisions. Key input and agreement on Segmentation, Differentiation and Positioning are crucial. How these decisions are then implemented through Product, Promotion, Place and Price put marketing into action.

Principles & Practise Of Selling

The first aim of the programme is to clear away the myths of selling and show delegates how a structured approach to each call can bring success more often. It covers each stage of the selling process in a logical sequence moving through each technique at a pace to suit the audience. The programme does not just talk about the generalities of selling; the programme director is skilled in helping each delegate devise words and phrases to suit their business and become successful sales people. Content includes behavioural analysis, communication skills, features, advantages and benefits, handling objections and closing.

Problem Solving / Creative Thinking

The creative thinking and brainstorming module introduces delegates to a selection of techniques designed to generate new ideas and products, and to look at alternative ways of approaching business problems. All of the techniques involve generating solutions to business or man management problems, evaluating options, decision making and implementation skills. This programme is a workshop-based format. The case studies and exercises approach problem solving and ideas generation from both a structured and lateral thinking perspective, and include: De Bono's Thinking Hats, The Concept Fan, Simplex, Cost Benefit Analysis and Decision Tree Analysis. Delegates are encouraged to come to the session with a specific problem, issue or project, which the group will then brainstorm using one or more appropriate techniques discussed on the course.

Project Management

Project Management is essential to the success of every organisation. Without that knowledge, projects will be delayed, cost too much, and often never reach completion. This two-day workshop looks at key principles, creating a structured approach, considering stakeholders and sponsors, project planning and most importantly the leadership of the project. This incorporates the challenges faced, building an effective project team, effective communication, achieving the targets and individual development. Delegates will work on exercises to enable them to take away specific plans and actions which they can use immediately in their own work. They will have completed basic plans such as a Gantt chart, set clear SMART goals and action plans, and have created a stakeholder map for themselves.

Proposal Writing

The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals remain a permanent advertisement for you and your company. A one-day programme to enable you to write what you mean effectively and succinctly, enabling you to win more business.

Prospecting By Telephone

In a tough economy, it's hard to keep sales up – customers are reducing orders, demanding you lower your price, and sometimes going away entirely. For companies that compete on value, not price, having a proven prospecting strategy in place is essential. This programme covers how your sales team generates and qualifies leads, gains entry, and differentiates on value that can mean the difference between great or little success.

Q

R

Recruitment Consultant's Training

New or existing Consultants who need to take a fresh look at the sales process will benefit from the following Recruitment training modules: the structured sell, communication skills and adapting our approach to different customer types, projecting the right company image, building rapport and influencing customers, meeting their needs and providing first class service, benefit selling, handling objections, account evaluation and penetration and gaining commitment. All modules include role-plays on generating vacancies, successfully selling jobs to candidates and marketing candidates to clients.

Relationship & Account Management

Many suppliers may have been slow to recognise their customer's trend to select fewer preferred suppliers and to build open, collaborative, strategic alliances with them. Investing resources in strategic alliances with carefully chosen Key Accounts is a practical route to achieving corporate objectives in terms of growth and profitability. The skills and disciplines necessary to build these strategic alliances and to make Key Account Management work are substantially different from traditional selling techniques. This module provides delegates with a logical structured and disciplined approach to each stage of the key account planning and penetration process.

Report Writing

A one-day programme designed to develop effective report writing, this programme incorporates; developing strategies for report writing, setting objectives, research, content, structure, style, presentation and evaluation.

Running Effective Meetings

A meeting provides a unique opportunity to generate new ideas and create team spirit. It should also be a vehicle for gaining a group's commitment to improving performance, developing potential managers and using the experience of successful people to inspire and train others. This programme looks at the role of the chair, time management, keeping the meeting on track, encouraging input from everyone, reaching agreement and follow up. It considers how to do this in an appropriate, motivational and professional way.

S

Sales Call/Meeting Structure

A sales call or meeting should be an exercise in two-way communication. Sales people should not try to sell the benefits of their products until they have fully explored the needs of the prospective customer. This is the keystone of 'Partnership Selling' in which the salesperson and their customer focus on mutual needs and the salesperson is perceived as a problem solver. This is incorporated into many sales programmes or run as a refresher to those who follow their own structure with little success.

Sales Management

In the B2B environment, the first line of sales management is the most important function, yet unfortunately it is probably the least understood. Modern Sales Management looks at the topics and issues of Motivation, Leadership, Team Building and Sales Strategy to develop a more effective sales organisation

Sales Masterclass

Would your sales team benefit from more proactive sales activity? Do they lack formal 'trained' sales skills? If your answer to either of these questions is 'Yes', this master-class will equip your people with a sales methodology and win-win sales techniques at the same time as motivating them to add more to your bottom line. This programme focuses on sales planning, developing effective communication skills, differentiating your proposition, identifying the component elements of a compelling solution, selling the features, advantages and benefits of your product effectively, understanding buyer behaviour, dealing with resistance and gaining commitment.

Sales Performance – Lifting Your Team

Sometimes there isn't a 'one tool fixes the job' approach to improving performance across a team. Different people need different approaches and support. This workshop looks at the difference between coaching and mentoring, utilising linguistic techniques for supporting changes in behaviour and attitudes, the importance of having a flexible approach to a wide range of opportunities for improving performance and assessing the reasons for under performance.

Sales Planning & Territory Management

The amount you sell, in the medium to long term, is directly related to the number of customers, or potential customers that you contact. Sales techniques help us to become more proficient in sales; however, ratios exist that can help us predict how much sales activity (input) is required to achieve a certain level of sales (output). By utilizing these ratios for customer contact higher yields can be achieved. This module looks at effective planning and monitoring methodology and how to make it best work for you.

Sales Presentation Skills

A sales presentation or demonstration must prove that the product or service we are recommending fulfils the customer's needs better than any alternative solution. Ideally, all presentations should be designed around a summary of the wants, needs and concerns of the customer. They should highlight the advantages and minimise the perceived disadvantages. Presentations are usually competitive, and they deal with comparisons. This programme gives delegates 'on their feet' experience and practice to gain confidence and understanding of the effects of structure, body language, tone and content to make their presentations successful, whatever level and audience they are presenting to. Delegates will make presentations to the group, benefit from their comments and then receive tuition from an instructor, designed to develop the skills that suit his or her personality.

Sales Through Service

To win in today's market, organisations need to improve and/or maintain relationships with their key customers, deliver exceptional levels of customer service, rapidly grow sales, manage high-level sales calls and successfully negotiate and close deals. A critical need is to move the traditional focus from selling individual products and services to building relationships and offering solutions. This workshop has been designed to maximise the effectiveness of service and service personnel and managers to achieve the vision and sales strategy set by the business. It will offer the techniques, skills, processes and motivation to drive sales for the business.

Self Management

'Self Management' is a practical course designed to give delegates an understanding of how to attain the maximum benefit from the time available to them via effective analysis, planning and taking responsibility. The course looks at how delegates can analyse their current use of time, identify goals and objectives (both business and personal), plan and prioritise tasks to achieve those goals and objectives, schedule time effectively and ensure tasks are completed. It also looks at behaviours key to the successful implementation of their plans; specifically assertiveness. In the increasingly competitive environment that we work in, we are constantly being asked for higher levels of performance, which results in increased time pressures. By applying some simple, practical techniques, delegates will be able to identify and focus on the activities that will give them the greatest benefit within the limited time available.

Selling in Tough Times

This one-day programme covers the core sales skills process in the context of selling in tough times to prepare delegates with an edge and solid process from which to gain sales success.

Selling Techniques

The first aim of this programme is to show delegates how a structured approach to each sale can bring success more often. Each stage of the selling process is covered in a logical sequence. A key approach is to develop a sense of ownership. Each sales person should feel that their territory is their own company and that everything that goes on in that territory is their responsibility.

Selling Through Distributors

Key to successful Channel Management and Selling is an understanding of the different skills and processes required from direct selling. Content includes understanding the sales process, influencing channel partners, planning, setting and achieving short, medium and long term objectives, successful communication skills, handling objections, making successful presentations and managing the territory effectively.

Selling With NLP

The purpose of the programme is to give delegates a basic knowledge and understanding of NLP, some of the techniques and their applications in producing more profitable sales. Delegates will learn how people relate, make decisions and prefer to be influenced. This programme can be run at different levels for sales, sales managers and product managers.

Service Engineer As A Company Ambassador

This programme is designed to inspire service engineers to realise the importance of their contribution to the Company, give them a sense of purpose and encourage them to see themselves, directly or indirectly, as a business getter. The programme helps delegates identify how to contribute to their special role in providing the Company with a competitive edge above competitors and how a little extra effort during a service call can win their Company new opportunities that exist to help the sales effort. An intensive one-day workshop.

Setting & Managing The Sales Direction For Success

When did you last assess your sales operation and your sales strategy? In fast changing and challenging markets it is essential that the sales operation is right for the market conditions. Too many organisations fail to recognise this and adapt or adjust their sales team, structure and strategy. Customers have more choice when looking to buy! Traditional boundaries are no longer what they were, whether because of competitor activity or the growth of technology. It is no longer just good enough to focus on driving your sales force to make more calls and get more sales. The way forward is to combine working smarter with working harder!

This two-day programme looks at the factors to consider and what actions to take to make sure you are able to create the right sales operation and direction to achieve your business objectives. Your sales operation needs to be dynamic and able to adapt to market forces and needs. This workshop explores the link between sales and marketing, the overall sales strategy that you want to use and the benefits of identifying the sales processes that work, and be able to question the sales channels to use and the sales structure to support all of this. When these have been assessed, it is essential to have the appropriate planning and control system. We explore some of the options available for this and can help to decide the most appropriate approach. Throughout the workshop delegates will be working on applying the principles and using the tools for their own businesses to enable them to implement many of the key learning points from the workshop immediately.

Solution Selling

Clients now want a more solution-based proposal designed to meet their specific business needs. This is a more tactical led selling methodology developed to sell intangible and conceptual products, especially those in service led industries. This programme includes sales structure, communication skills, negotiation and closing.

Strategic Leadership

A two-day programme covering the core skills of management and leadership including; communication skills, dealing with pressurised situations, responsibility and accountability, team building, motivation, managing individuals, strategic and change management and creative problem solving.

Strategic & Key Account Management Skills For Sales Success

Make the most of those big accounts!

Within business to business sales the cost of the sales force is significant. This means that to maximise the ROI on the sales people companies need to ensure that their sales teams are operating as effectively as possible. It might be an ideal thought to want to treat each customer the same way. However, it is impractical. Some of customers are not going to grow, indeed some may shrink! The smarter sales organisations recognise that they need to identify their potential major accounts, whatever criteria work for them, and handle them appropriately. This will often require a different approach and some further skills to the sales fundamentals.

This two-day workshop is a very practical approach to keep participants involved throughout. After some exploration of the key principles behind any form of account management we will cover a range of tools for analysing and assessing accounts and market situations. Tools and methods for developing plans for accounts are introduced and how to apply them. Delegates work on their own situations and accounts throughout the workshop rather than dealing in theoretical scenarios. At the end of the workshop, individuals will leave with at least one, and possibly two, account plans for their own customers which they can begin to implement immediately.

Strategic Management & Planning For Business Success

This workshop is aimed at providing an understanding of the importance of strategic planning and what is involved in the process and then implementing it. We will provide the knowledge and skills required to handle the challenges of strategic leadership in changing markets and times. This workshop explores the link between establishing the strategic plan and the leadership skills to engage your people in the plan and motivation to achieve it. Delegates will see the benefits of doing the thorough situation analysis before creating the plan and will recognise the benefits of having a long-term strategy for the organisation, supported by rolling medium-term plans. Individuals will know how to apply a range of strategic management tools as part of their assessment and have practised them. They will also understand how to manage the execution of the plan to ensure the performance needed. Also, they will be able to establish a process so that the planning activity can be cascaded to the main functions of the organisation, where appropriate.

Stress Management

Stress results in the loss of 40 million working days each year and can be seen from two angles – what causes stress and how an individual responds to it. The resulting effects of undue stress in the workplace are a fall in productivity and an increase in the amount of time lost to sickness. Relationships between managers, staff and teams will suffer, as people become irritable and inefficient. Relationships with customers also suffer. The standard of work may deteriorate and mistakes and accidents increase. This in-depth one-day workshop is designed to help delegates understand and cope with stress for themselves and their team members.

Successful Appointments First Time

Occasionally we all come off the phone and think ‘That didn’t go quite to plan!’ Sometimes our words just don’t flow like they usually do and that sometimes, the person on the end of the phone didn’t seem to take an instant liking to us like most of our clients do! This workshop, takes your communication and interpersonal skills to the next level, introducing behavioural analysis, calling with confidence, dealing with objections and learning how to win more qualified appointments each time.

Supervising Inbound Sales Teams

This programme will enable managers and supervisors to learn about the modern approach to telephone sales management. The programme will help managers to identify potential areas of team improvement from customer and cross-departmental feedback and coach staff to maximise on this information.

Supervision Skills

The programme comprises a number of logical stepping-stones, which if adopted by delegates will give them an ideal foundation upon which to build. Highly practical and very interactive, this programme has been built for the junior or first time manager from any department within a company and gives them the structure and skills to enable successful supervision.

T

Team Building

This workshop explores the skills and qualities of effective internal communication and traces the stages in the evolution of effective team development. It also addresses the need to balance the priorities between team, tasks and individual needs. A highly interactive workshop, which gives ideas and experience to those wishing to build a successful team.

Team Building & Team Leadership

Good managers *‘Do the right things right’* while good leaders add another dimension to their relationships with their teams. Leadership is the art and skill of *‘Winning the Hearts and Minds of One’s People’*. This workshop explores the skills and qualities of effective leadership and traces the stages in the evolution of effective team development. It also addresses the need to balance the priorities between team, tasks and individual needs.

Tele-Marketing Strategies

This module provides a practical and relevant approach to this increasingly important business activity. Effective telemarketing requires its own skills and expertise, and these are fully explored on this comprehensive and interactive module, which will provide delegates with proven techniques and strategies in both telephone and face to face situations, which will inspire those who are looking for new ways of achieving positive results.

Telephone Account Prospecting

Conducted skilfully, a telephone account-prospecting programme is a highly efficient and cost effective means by which to open new business relationships. Delegates learn the structure, skills and techniques for planning and approaching new accounts from scratch, with skill, control and confidence. Essential performance measures for maintaining quality and consistency in approach styles across a team of account prospecting professionals are also covered. Recorded role-plays are included to increase confidence and continuously improve approach and style.

Telephone Selling Skills

A practical and relevant approach to this increasingly important business activity. Telephone selling demands its own skills and expertise and these are fully explored on this comprehensive and interactive programme. The programme focuses on providing delegates with techniques and strategies that are proven, and will inspire those who are looking for new ways of achieving success. Content includes structure, questioning and listening skills, communication, building profitable relationships, dealing with resistance, closing and negotiation.

Telephone Techniques

It is a well known fact that behaviour breeds behaviour and that the way in which we deal with our customers on the telephone will affect their behaviour towards us and whether they would like to buy our services or not. It only takes 15 seconds to make a first impression. This course highlights the importance of excellent customer service, improving telephone communication skills through examining various questioning and listening techniques that teach us how to create the right impression each and every time and how to structure and control the call. It looks at consistent professional introductions, the verbal handshake, creating rapport with different customer types, objection handling, taking messages and leaving the perfect voicemail. An interactive session with an opportunity to listen and feedback on recorded calls.

Territory Management

The amount you sell, in the medium to long term, is directly related to the number of customers, or potential customers that you contact. Sales techniques help us to become more proficient in sales; however, ratios exist that can help us predict how much sales activity (input) is required to achieve a certain level of sales (output). By utilising these ratios for customer contact higher yields can be achieved. This module looks at effective planning and monitoring methodology and how to make it best work for you.

The Art of Conducting Effective Meetings

Have you attended meetings that have lacked focus, lacked direction, over-run and when you left felt like you had achieved very little? By attending this programme, you will increase your confidence, develop a robust, practical structure and importantly, when people attend your meetings they will be both uplifted and motivated and feel it was time well spent. Your meetings will become legendary.

The Customer Journey

The Customer Journey traces the decisions that complicated customer make in the B2B environment from the initial problems and issues that customers have to their eventual purchase decisions. Such decisions are more involved and complicated than those made in consumer markets and this journey needs to be identified and understood. The Customer Journey methodology identifies the customer buying process and specifies those sales processes and sales actions necessary to sell effectively to these customers.

The Effective Administrator / 'From Good to Great' Team Support

A two-day (or 2 x one-day) workshop designed for team co-ordinators, administrators or receptionists to understand their role more fully and master the key skills of time management, customer communication skills for the internal and external customers, building rapport and trust, effective note taking, professional telephone techniques, assertiveness in dealing with difficult people and situations, basic negotiation skills, coping with pressure and organisational skills.

Time Management

Continual pressure to achieve short-term objectives leads inevitably to 'crisis management'. We become dominated by problems of the moment and our long-term goals are neglected. In the long run, the pressure will become even more intense, as we are forced to tackle symptoms rather than the causes. Delegates begin by identifying the barriers to good time management and how to overcome them. By the end of the programme, they will then be able to use methods of assigning priorities to each activity and allocating the maximum time to the most important.

Total Proposition

The total proposition consists of every aspect of your product or service and includes all the added value elements you provide. Does your sales organisation sell the value of your total proposition or does it give most of it away? The notion of Value is very important here, as the sales organisation must be skilled at communicating the value of your total proposition in ways that your customers can understand. Selling value is the most important skill your salespeople should have.

Train The Trainer

A range of 1 to 4 day programmes designed for delegates responsible for training a wide range of staff including colleagues, clients, and installers on a wide range of topics from soft skills, new product ranges and specifications to software systems. The programme is designed to cover specific areas of the training process including identification of training needs, programme development, preparation and evaluation of training.

U

Understanding & Influencing Corporate Decision Making

Do we always understand why we didn't win a piece of business when we had received such positive feedback throughout the sales cycle? This workshop approaches corporate decision making from the customers' perspective of what success means to them. It takes into account the factors key decision makers across the business consider from a strategic review and financial performance measures basis to environmental implications and operational efficiency.

Unlocking Your Potential

A one-day programme to help your staff to be more self-motivated and perform to their potential more consistently. This dynamic programme helps delegates to reflect on their performance in terms of the way in which they think, feel and act. It helps them to explore their potential and teaches them specific strategies to be able to set and achieve goals, create positive feelings of motivation and confidence more often and become more resilient and deal with set backs more effectively. This programme draws on extensive research in to peak performance, human potential and techniques used in sports and performance psychology and NLP.

V

Value Added Selling

Value Added Selling is a way of presenting a company, brand or product, which distinguishes it from the competition. Once considered the province of the marketing department, it is now a key process for sales representatives and account managers who wish to gain advantages over the competition by deciding position for individual customers and also giving strength to negotiation. This module can be incorporated into most sales programmes.

Value Based Selling

Do we always think about the 'Value' of the service or product we provide from the customer's perspective? This workshop looks at understanding what we and our customers perceive as 'Value', the difference between what clients want and what we can offer, consideration and understanding of the buying cycle and how as sellers we can manage the pipeline more effectively and utilise key triggers to gain greater sales success.

Value Proposition

The total proposition consists of every aspect of your product or service and includes all the added value elements you provide. Does your sales organisation sell the value of your total proposition or does it give most of it away? The notion of Value is very important here, as the sales organisation must be skilled at communicating the value of your total proposition in ways that your customers can understand. Selling value is the most important skill your salespeople should have.

W

Walk The Talk

A highly effective course giving staff the vital body language and voice skills they need, to ensure they have the confidence, agility and resilience to win the respect of their staff and perform and present successfully in front of groups of any size as future leaders of your Company.

Writing For Results

Do you find it frustrating trying to create a proposal or tender document from scratch, which you feel will encourage your reader to read and act on quickly? This programme develops your skills to write convincing, persuasive and powerful documents that achieve their objectives. Adopting a structured approach which will save valuable time, it enables you to develop a writing style to avoid word inflation, use varied presentation techniques, anticipate and address objections positively, maintain interest, make it visually appealing and avoid time consuming re-writes.

Writing Letters

Every letter or proposal that you write costs your organisation money; it also costs your reader time and effort. To save your organisation's money and your reader's temper, make your writing clear and concise. The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals remain a permanent advertisement for you and your company. As writing skills develop, it will take **less** time to produce excellent results – not **more**. This programme can be workshop based to develop successful proposals, reports or letter structure.

Writing Proposals

The written word continues to make an impression upon the reader long after face-to-face contact at a meeting. Your letters and proposals remain a permanent advertisement for you and your company. A one-day programme to enable you to write what you mean effectively and succinctly enabling you to win more business.

Writing Reports

A one-day programme designed to develop effective report writing; this programme incorporates developing strategies for report writing, setting objectives, research, content, structure, style, presentation and evaluation.

Written Communication Skills

Written communications play a significant part in the reputation that precedes your company, so it is paramount that we make the right impression with them. If you are new to written business communications, have never worked in an office environment or just want to polish up on the art of writing letters and emails professionally, then this is the course for you. It covers professional standards with regards to the layout, structure, content and style of letters and emails, signing off and signatures, font and colour of text, punctuation and grammar.

X Y Z

***For further information on any of these modules or courses,
please contact us on: 01992 633882 or
email: sales@marcusbohn.co.uk***

www.marcusbohn.co.uk

Category Index

Sales Skills

Account Management	1
Advanced Sales Skills	1
Advanced Sales & Negotiation	1
Appointment Making	1
Basic Principles Of Buying Facilitation	2
Buyer Negotiation	2
Closing	3
Cold-Calling	3
Consultative Selling	4
Driving Sales Through Service	5
Field Based Selling	7
Gaining More Business Meetings	8
How To Wow The Customer Over The Phone	8
Internal Customer	9
Key Account Management	10
Key Account Penetration	10
Key Account Selection	10
Key Account Strategies	10
Lifting Sales Performance For Your Team	11
Maximising Sales Opportunities At Exhibitions	12
Media Awareness – Selling Against The Competition ..	12
Media Sales	12
Multi-Level Selling	13
Negotiating At C Level	13
Negotiating Price Increases	13
Negotiating Profitable Sales	13
Networking (Sales) Skills	13
Objection Handling	13
Partnership Selling	14
Persuasive Selling Skills	14
Positioning	14
Presentation Skills	15
Price, Presentation & Negotiation	15
Principles & Practise Of Selling	15
Prospecting By Telephone	16
Recruitment Consultant’s Training	16
Relationship & Account Management	16
Sales Call/Meeting Structure	16
Sales Master Class	17
Sales Performance – Lifting Your Team	17
Sales Planning & Territory Management	17
Sales Through Service	17
Selling In Tough Times	17
Selling Techniques	17
Selling Through Distributors	17
Selling With NLP	18
Solution Selling	18
Strategic & Key Account Management Skills For	
Sales Success	18
Successful Appointments First Time	19
Tele-Marketing Strategies	19
Telephone Account Prospecting	19
Telephone Selling Skills	19
Telephone Techniques	20
Territory Management	20
Total Proposition	20
Value Added Selling	21
Value Based Selling	21
Value Proposition	21

Management Skills

Analysis, Judgment & Effective Decision Making	1
Appraisal & Performance Review	1
Art Of Conducting Effective Meetings	1
Assertiveness For Managers & Supervisors	2
Building Dynamic Organisations	2
Change Management	3
Coaching	3
Coaching For High Performance In (Sales) Teams	3
Commercial Awareness	3
Conflict Management Through Assertiveness	4
Counseling Skills	4
Creative Thinking / Problem Solving	4
Developing A Strategic Management Approach	5
Developing High Performers	5
Direction	5
Effective Decision-Making	6
Effective Delegation	6
Effective Meeting Management	6
Effective Self Management	6
Essential Skills Of Managing People	6
Facilitation Skills	6
Field Sales Management	7
Field Service Management	7
Fundamentals Of Management	8
Handling Difficult People & Situations	8
Improve Your Influencing Skills	9
Improving Your Problem-Solving & Decision-Making	9
Intelligent Risk Taking – Out Of The Comfort Zone & Towards The Edge	9
Interviewing & Staff Selection	9
Introduction To Marketing	9
Introduction To Management	9
Leadership In Management	10
Leadership & Managing The Business	10
Management By Objectives (MBO)	11
Managing Change	11
Managing Difficult Staff	11
Managing Performance	11
Managing Pressure At Work	11
Managing The People Elements Of Projects	12
Meeting Management	12
Modern Sales Management	12
Motiv8	12
Motivating The Sales Team	13
People Management Skills	14
Performance Management	14
Practical Decision Making	14
Project Management	15
Running Effective Meetings	16
Sales Management	16
Self Management	17
Setting & Managing The Sales Direction For Success ..	18
Strategic Leadership	18
Strategic Management & Planning For Business Success	18
Supervising Inbound Sales Teams	19
Supervision Skills	19
Team Building & Team Leadership	19
The Art Of Conducting Effective Meetings	20
Train The Trainer	20
Understanding & Influencing Corporate Decision Making	20

General Business Skills

Assertiveness For Individuals.....	2
Behavioural Analysis.....	2
Business Writing Skills.....	2
Communication Skills.....	3
Effective Business Writing Skills.....	5
From Good To Great Team Support.....	7
Great Job, Great Life – Planning & Time Management.....	8
Interpersonal Skills For Business Success.....	9
Letter Writing.....	11
Listening Skills.....	11
Personal Persuasion.....	14
Principles Of Marketing.....	15
Problem Solving / Creative Thinking.....	15
Proposal Writing.....	15
Report Writing.....	16
Team Building.....	19
The Effective Administrator.....	20
Time Management.....	20
Train The Trainer.....	20
Understanding & Influencing Corporate Decision Making.....	20
Writing For Results.....	21
Writing Letters / Proposals / Reports.....	21
Written Communication Skills.....	21

Customer Service Skills

A Passion For Our Business – A Passion For Customer Service.....	1
CRM – Customer Relationship Management.....	4
Customer Journey.....	4
Customer Orientation.....	4
Customer Care Skills.....	5
Customer Service.....	5
Customer Service – ‘From Good To Great’.....	5
Engineer As A Company Ambassador.....	6
Essential Skills Of Customer Care.....	6
From Good To Great Customer Service.....	7
From Good To Great Team Support.....	7
Internal Customer.....	9
Managing Difficult & Demanding Customers.....	11
Principles & Practise Of Customer Care.....	15
Service Engineer As A Company Ambassador.....	18
The Customer Journey.....	20
The Effective Administrator.....	20

Personal Performance / Performance Management

Achieving & Sustaining High Performance.....	1
Appraisal & Performance Review.....	1
Coaching For High Performance In (Sales) Teams.....	3
Developing High Performers.....	5
High Performing Teams.....	8
Intelligent Risk Taking – Out Of The Comfort Zone & Towards The Edge.....	9
Lifting Sales Performance For Your Team.....	11
Managing Performance.....	11
Maximising Performance In Turbulent Times.....	12
Mental Toughness – Peak Performance Under Pressure.....	12
Motivation & Peak Performance.....	13
Performance Management.....	14
Performing Under Pressure & Stress.....	14
Personal Effectiveness & Time Management.....	14
Personal Performance.....	14
Sales Performance – Lifting Your Team.....	17
Self Management.....	17
Stress Management.....	19
Time Management.....	20
Unlocking Your Potential.....	20

Presentation Skills

Business Presentation Skills.....	2
Presentation Skills.....	15
Sales Presentation Skills.....	17
Walk The Talk.....	21

Finance Skills

Finance.....	7
Finance – How To Discuss Finance With Confidence.....	7
Finance For Sales People.....	7
Finance For Non-Financial Managers.....	7

Conference Master Classes/Workshops

Peak Performance Under Pressure – Mental Toughness.....	4
--	---