

- **PROBLEM SOLVING**
- **COACHING SKILLS**
- **TIME MANAGEMENT**
- **THE BASICS OF SELLING**
- **CUSTOMER CONTACT SKILLS**
- **PREPARING A MARKETING PLAN**
- **SELF ORGANISATION FOR SALESPEOPLE**
- **THE PERSONAL EFFECTIVENESS PROGRAMME**



One and Two Day In House Seminars

WORKSHOPS

Designed to Provide the Fast Track Route to Personal & Corporate Development

- **MORE REVENUE & PROFIT FROM EXISTING CUSTOMERS**
- **CREATING A SUCCESSFUL DIRECT MAIL CAMPAIGN**
- **THE SECRETARY & PA'S GUIDE TO MANAGEMENT**
- **BALANCING PRESSURE AND PERFORMANCE**
- **CONDUCT YOUR OWN MARKET RESEARCH**
- **THE TELEPHONE MARKETING WORKSHOP**
- **HOW TO MANAGE DIFFICULT PEOPLE**
- **ENSURING TRAINING EFFECTIVENESS**
- **THE PERSONAL SUCCESS WORKSHOP**
- **THE IMPLEMENTATION OF CHANGE**
- **NICHE MARKETING STRATEGIES**
- **MANAGING EMPOWERMENT**
- **MAKING MENTORING WORK**
- **NEW STYLE MANAGEMENT**
- **BUYING BEST**



PERSONAL & CORPORATE DEVELOPMENT SEMINARS

Time Management

Achieve More by Working More Effectively

About the Programme

The most valuable resource is time. It is a common complaint that 'there are not enough hours in the day' yet most devote the majority of available time to low priority work.

The potential to achieve more is partly dependent upon time management.

Delegates will be given a series of individual exercises and guidance in improving their use of time.

Programme Contents

- Time Management & Success
- Time and Work Behaviour
- Developing your Objectives
- Time and Planning
- Yearly/Monthly/Weekly and Daily Plans
- Prioritising
- Paretos Principle and Time Management
- Managing People Effectively
- Managing Communication
- Improving Your Information Systems
- Analyzing & Assessing Your Performance

More Revenue & Profit from Existing Customers

How to Maximise Income and Profit

About the Programme

It can cost more to find a customer than they contribute in their first years. Not only is it costly the new customer is becoming a rarity as markets decline and your competitors concentrate their efforts on keeping what they have.

Learn to recognize your customer's changing needs as a cost effective strategy for business growth.

Programme Contents

- Strategy & Tactics
- Attitudes to your Customers
- Analyzing Needs
- Business Communications
- Account Management
- Other opportunities
- Negotiating Price Increases
- Action Plans

One Day Residential

Self Organisation for Salespeople

Get the Most From Time, and Customers

About the Programme

This course is designed for salespeople, new or experienced managers, sales trainers and executives concerned to improve sales performance.

The average salesperson spends less than 25% of their time actually in front of customers. Improve this contact time by a small percentage and the result is a dramatic increase in performance. Planning and organization are key objectives in improving sales effectiveness and efficiency.

Programme Contents

- Why Make the Time to Plan?
- Planning
- Account Plans
- Sales Records
- Individual Territory SWOT Analysis
- Competitor Awareness/Activity
- Call Objectives
- Making Appointment
- Report Writing
- Communication skills

Preparing a Marketing Plan

Turning the Theory into Reality

About the Programme

Marketing plans should be thorough, practical and realistic to ensure that they fulfill their task as the peg upon which the company's future rests.

This participative workshop deals with all aspects of preparing a plan in a lively and informative way, balancing the theory with practical examples from real-life situations. Following the logical formats of this workshop will enhance delegates confidence and professional expertise.

Programme Contents

- The Importance of a Marketing plan
- Where are you Now?
- Who Buys from You?
- Where are you Going?
- How Will You Get There?
- Features of a Good Marketing Plan

One Day Residential