



## **Training Prospectus**

### **Training Course portfolio (see following information for full detail)**

F2F Selling Skills – Basic  
B2B Selling Skills – Advanced

Negotiating Skills

The Role of a Professional Manager

Letter Writing

Marketing: A guide on how to carry out local marketing / advertising

Presentation Skills

Customer Care

***Bespoke and Customised Training Courses***  
***Top Ups or Refreshers***  
***Specific 1-2 1 requirements***

**N.B. Courses are available as a whole or, if required, specific modules/segments only, depending on your individual requirements.**

**Venue:** Your premises, thus keeping costs to a minimum.

Or

At a location decided upon by you.

N.B. The responsibility for all arrangements and payments re: venue, your company travel arrangements and costs, accommodation, refreshments etc. resides with you.

(Arthur McColl Ltd can make necessary arrangements if required, please discuss as necessary).

**Course Fees:**

Subject to requirements/needs. Please request a quotation.

N.B. VAT will be charged at UK rates.

(Includes: All Course content, information and support material.)

N.B Facilitator Travel Expenses and Accommodation costs are not included and are subject to separate discussion.

## Training Course No.1

### F2F Selling Skills – Basic

#### Course content:

- The Role of a Salesperson
- Dealing with People
- Product Knowledge
- Offering a Genuine Service
- Features and Benefits
- Questioning Techniques
- Handling Objections
- How to Close

The “*ab initio*” course aimed at all persons involved with people on a daily basis and whose skills can be enhanced by a consistent and focused approach.

Upon completion, delegates will have a clear understanding of their role within a business and be able to turn that £1 into £2, with confidence.

**Duration** 2 day

**Group size** 8 to 10

**Format** Classroom with workshops, exercises and interactive discussion.

## Training Course No. 2

### **B2B Selling Skills – Advanced**

#### Course Content:

The Role of Salesperson  
The People Factor  
The Sales Process  
Planning (Pre-call/post call)  
Trading up, Adding value  
New Business  
Action plans

The advanced “**Simulator**” for experienced Sales Professionals in the B2B sector whose skills can be refreshed or enhanced with the relevant sales tools, necessary in today’s competitive markets.

Upon completion delegates will have a clear understanding of the importance of their role and how they can influence the outcome of negotiations by applying well tested professional techniques when in high level B2B situations.

**Duration** 2.5 days

**Group size** 8 to 10

**Format** Classroom with workshops, exercises, interactive discussion and role play

## Training Course No. 3

### The Role of a Professional Manager

#### Course Content

The 5 Steps Selling Process  
The Principals of Management  
The Responsibilities and Accountabilities of Managers  
Managing a Team / Delegation  
Time Management  
Leadership, Direction, Motivation & Control (DMC)  
Planning / Setting S.M.A.S.H. Objectives  
Effective Communications  
People Skills  
Defining Team Member Roles – Job Descriptions  
The Appraisal (Evaluation and Performance)  
Training and Coaching on the job  
Recruitment and Selection  
H & S - Risk Assessment

“The Simulator” for the Experienced Manager requiring a refresher, the Manager elect, or one who has been newly appointed to the challenging role.

Upon completion, delegates will have a clear understanding of the responsibilities and skills required to be a professional, effective Manager. Preparation for the challenges likely to be faced will help prepare and give confidence to those involved in managing people / situations.

**Duration:** 4.5 days

**Group Size:** 8 – 10

**Format:** Classroom with workshops, exercises, interactive discussion and role play

## Training Course No. 4

### Letter Writing

#### Course Content

The Importance of Good Business Writing  
Preparation  
Layout  
The use of Correct Grammar  
Language and Style

With the reader in mind, how to produce good quality letters, that are effective, to the point and will hold the readers attention.

**Duration:** 1 day

**Group Size:** 8-10

**Format:** Classroom with workshops and exercises.

## Training Course No. 5

### Negotiating Skills

#### Course Content:

The 5 Step Sales Process  
Power Analysis  
Shopping list - Who needs what?  
Trading Variables  
Cost Benefit Analysis  
Customer Reaction  
Agreement

This course is aimed at Professional level for all those who are, or will be, negotiating on a regular basis.

Upon completion delegates will understand the complexities of the negotiating process, be able to put all into practice and appraise the outcome in order to continue the learning experience on a day to day basis.

**Duration:** 3 days

**Group Size:** 8-10

**Format:** Classroom with workshops, exercises, interactive discussion and role play.

## Training Course No. 6

### Presentation Skills

#### Course Content

Preparation, what is your objective?

Compilation

How to structure your presentation for maximum impact

How use your voice, body and eyes

Presentation

How to manage your audience

How to deal with questions

Wish you were more effective in presentations? Lack the necessary skills to ensure maximum impact? Want to know how to prepare structure and present with maximum effect? Then this is the course for you.

Upon completion delegates will be confident in the knowledge that their skills will have been appraised, practiced and enhanced to such a level that presentation will no longer be of concern.

**Duration:** 2 days

**Group Size:** 8-10

**Format:** Classroom with workshops, exercises, video recorded presentations.

## Training Course No. 7

### Marketing your Products/Services

#### Course Content

What is Marketing?

Understanding your market

Communication

What needs does your product or service fulfill?

What are the main features and benefits of your product or service?

Motivators

Keeping your customers attention

Forms of cost effective promotion

Coordinating your sales promotions

The Sales promotion

Measuring success

Even the most exceptional and innovative products/services require professional marketing. They will never “sell themselves”. This course sets out to give useful guidance and direction regarding all aspects of local marketing including its purpose and what can be achieved.

Upon completion delegates will find that this Training Course is not a “single hit” initiative, but, is a basis for sustained, planned marketing activity, that will grow your business in a professional way.

**Duration:** 2 days

**Group Size:** 8-10

**Format:** Classroom with workshops, exercises and presentations

## Training Course No. 8

### Customer Care

#### Course Content

The Role of a Salesperson  
Product Knowledge  
Features and Benefits  
Questioning Techniques  
Handling Objections  
The Close

Who are your Customers?  
Delegates Skills Portfolio  
People Skills  
What is Situation Awareness?  
Dealing with difficult situations/customers  
Offering a “Genuine Service”  
“Going that Extra Mile”

This course includes a review of Professional Selling Skills plus an in depth investigation of just why satisfied customers are so important to a business.

Upon completion delegates will have refreshed not only their Professional Selling Skills but have a clear understanding of the exceptional people skill requirement, that is crucial in ensure customers really are satisfied and thus “spread the word” about their positive experience to other potential customers.

**Duration:** 1 day

**Group Size:** 8-10

**Format:** Classroom with workshops, exercises and presentations

**Booking Form**

Company Name.....

Address.....

.....

.....

Post Code.....

Tel No.....

Mobile No.....

Email address.....

Training Course requirement.....

Consultancy requirement.....

.....

Date required.....

Number of delegates:.....  
(If applicable)

Please invoice my organisation as follows

For the attention of.....

Purchase Order No.....

Please find enclosed Cheque .....  
(Made payable to Arthur McColl Ltd)

To the value £.....inc vat

I/we understand and agree the Terms and Conditions of Arthur  
McColl Ltd.

Signed.....

Print name.....

Position.....

Date.....

## Terms and Conditions:

- 1) All arrangements with Arthur McColl Ltd are to be made using the official booking form supplied.
- 2) Booking forms must be accompanied by a cheque in full payment of the Training Course / Service (s) required and submitted at least one (1) month prior to requirements.
- 3) Upon receipt of the necessary documentation, Arthur McColl Ltd. will confirm all arrangements in writing within 5 working days.
- 4) Cancellation of any confirmed arrangements made with Arthur McColl Ltd must be received in writing not less than 14 days prior to the commencement of all Training Courses.
- 5) Arthur McColl Ltd regrets that no refunds or credits will be made after the 14 day minimum notice period has expired.
- 6) Exceptions to 5. above will only be where, due to a *force majeure*, the arrangements are cancelled by the organiser, Arthur McColl Ltd.
- 7) Substitution of participants/delegates is acceptable and may be made at any time, providing prior consultation has taken place and agreed between all parties.
- 8) All Training Course content remains the exclusive property of Arthur McColl Ltd.
- 9) Arthur McColl Ltd reserves the right to alter the programme/content without prior notice or consultation.
- 10) These terms and conditions are to the exclusion of any/all other terms and conditions you may seek to incorporate.