

2016



Leading National Training – In House Courses

This document will give you an overview of the courses that we offer, each of these has been fully updated in '2016' to reflect the changes in workplace practices and market demands.

Please liaise with us if there are any particular courses that you would like further details on, and we will send you an email covering both structure and content by return. If you wish to speak directly please contact us using the telephone number below.

Also note that each course can be tailored to your specific market needs, your culture, your distinct challenges and your individual business requirements.

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MANAGEMENT SKILLS COURSES

Strategic Leadership Skills

Ref: (LNTR18) (2-days) Suitable for: Directors and Senior Management teams

This course is designed for directors and senior managers who are involved in the strategic planning of their organisations. It implements critical skill sets that ensures a senior management team are very clear about who they are and what their current position is (mission), where they want the organisation to be and clearly defining what that will look like (vision) and finally putting measurable goals and objectives in place and setting timescales with regular and achievable milestones (strategy).

One of the key challenges faced by business leaders is that they can be totally immersed in the day-to-day running of their organisations, this generally means that they tend to forget the planning aspects that are critical to a fast moving, ever changing and developing business environment.

The course enables them to step away from their internal business challenges over two days and gets them to think and behave strategically. It defines the roles and responsibilities of a strategic leader, the qualities required, the importance of corporate governance in developing a brand and finally it uses tried and tested strategic planning tools to help with the selection and implementation of a new strategy.

Successfully Implementing and Maintaining KPIs

Ref: (LNT19) (2-days) Suitable for: Directors and Senior Management teams

The saying: 'If you cannot measure, you cannot manage' is as relevant today as when it was first spoken. Most organisations do have some form of measurements in place, but they tend to stop at middle management or higher. This means that there tends to be disconnect between the expectations at the top and the expectations of departments and of the workforce.

This course looks at how to 'positively' implement KPIs, and demonstrates how to create a 'Clear Line Of Sight' using our unique CLOSER model. This process ensures everybody is connected up, down and across any size of organisation.

Most importantly it gives a structure of how to effectively communicate the measures to employees so that they are seen as motivational and not as threatening.

Essential Leadership Skills

Ref: (LNTR1) (2-days) Suitable for: Existing or New Managers

Foremost, this course explores the essential qualities and skills of the leader. It distinguishes between the functions of a leader versus a manager and gives the opportunity for the participants to develop approaches that will motivate and inspire team performance and delivery of KPIs.

Additionally, when an organisation goes through any major changes (be that cultural or a change in business expectations), it is essential that the current and future managers understand that their style of leadership needs to adapt appropriately.

This course will give the delegates the key skills required to achieve the above and more and to succeed and be respected as a leader.

Motivating Teams during Mergers and Acquisitions

Ref: (LNTR3) (1- 2 days) Suitable for: All Managers

A day (or two depending on level and depth) spent exploring how to motivate people both as individuals and as teams in the workplace. A key focus will be looking at motivation during cultural change and change in business expectations generally.

Theories of motivation will be explored and applied to different scenarios. Current thinking regarding building motivational working environments will be introduced.

Participants will leave with a greater understanding of how to motivate themselves and their teams in order to bring about improved performance and increased job satisfaction. Motivation when the situation is challenging requires a different mindset to when things are going well. This programme will define for you the key differences.

Managing, Developing and Retaining Talent

Ref: (LNTR4) (2-days) Suitable for: All Managers

Managing talent within an organisation has become an increasingly important part of an organisation's sustainability and business planning. Keeping talented people within the organisation, helping them to progress and develop new skill-sets and promoting from within is proving not only cost-effective but also to be simple common sense.

More and more it is common for organisations of all sizes in the public and private sectors to implement talent management programmes in order to conserve and develop talent, retain individuals with potential, and preserving unique skill-sets and experience.

But what is talent management? How can an organisation formalise the way it handles succession planning? What should a talent management programme look like? What is the business case for it anyway?

This two-day programme will answer all the above questions as well as helping you to design a talent management programme that is right for your business.

Managing Performance in a Challenging Environment

Ref: (LNTR2) (1- 2 days) Suitable for: All Managers/supervisors

A course that explores the different approaches and options available to managers, when managing the performance of divisions, departments and other teams at work. A

A key focus is performance management during times of uncertainty and in difficult competitive markets or economies.

This course introduces a spectrum of proven performance management tools and techniques, including how to use corrective approaches such as disciplinary. This course is beneficial to leaders who are currently working in a changing, challenging and difficult environment that is impacting on performance.

Finally, it looks at the importance of creating a 'clear line of sight' throughout an organisation, so that the goals and objectives of that organisation and their associated key performance indicators are fully connected.

SOFT-SKILLS COURSES

Essential Recruitment Skills

'Is the candidate right for the role'?

Ref: (LNTR5) (2-days) Suitable for: Anybody involved in the Recruitment Process

A two-day course that explores recruiting in 2015. Participants will learn how to identify strong candidates from CVs and application forms. They will be able to apply skills that are easy to adopt and will recognise how to make the interview process as easy and enjoyable as they can for all concerned.

They will understand why first impressions count and will discover tips, tools* and techniques to ensure that the interview process delivers them the 'right' person for the job. *Leading National Training use the unique PRISM brainmapping 'select' online tool as part of the essential recruitment skills course, as well as our own 'person specification' and 'benchmarking' recruitment tools.

Working Assertively

Ref: (LNTR6) (1- 2 days) Suitable for: All Employees

A course designed to give participants the necessary knowledge and skills in order for them to adopt more assertive behaviour at work, enabling people to meet their own needs, and the needs of their service users and colleagues.

It will distinguish the differences between being passive, aggressive and being assertive, as well as helping the delegates to recognise their own preferred behaviours and clearly explain why they need to adapt their style to the 'assertive' learned behaviour.

The training will be participative and will give delegates some practical advice and guidance on communicating with clarity and confidence, particularly in difficult situations.

Creative Thinking & Problem Solving

Ref: (LNTR7) (2-days) Suitable for: All Employees

A course that looks at the positive impact of creativity in the workplace (and in life generally), and it explores the important role of creative thinking when problem solving.

Participants will learn how to apply creative approaches using tried and tested problem solving tools. It looks at the importance of undertaking problem solving to achieve better outcomes and continual improvement for themselves and their organisations.

Critically it uses our PRISM profiling tools to identify the different skills sets in a problem solving group, and it looks at the challenges and potential blockages faced when putting together a team of people with differing mindsets strengths and weaknesses.

Time Management and Personal Organisation

'Achieve More and Power-Up Your Productivity'

Ref: (LNTR8) (1-day) Suitable for: All Employees

We all have the same amount of time, so how is it that some people are really productive and others aren't? How can some people get through increasing workloads to deliver ever-improving results, whereas others disappear under the weight of growing to-do lists? The secret lies in discipline and control with that precious resource – TIME.

This course explores how to optimise time management and achieve improved personal organisation by using routines, tools and disciplines that have to be learned first and then implemented without fail so that productivity improves and stress levels decrease.

Train the Trainer – Freshen up your approach

Ref: (LNTR9) (2-days) Suitable for: Anybody Involved in Training Others

Invest in two - days of learning how to create more impact from your training. In-house trainers provide a convenient and cost-effective development option... 'if' they understand how to create clear outcomes, design effective workshops and deliver engaging training.

This course delivers a comprehensive overview in the do's and don'ts of training for those already delivering training or those new to the role, in how to excel as a trainer. It also introduces new ideas and contemporary approaches in how to get the best out of learners.

Finally, the delegates will be trained in our unique 'snapshot' 30 min training sessions that can deliver more information (that is retained) in half an hour, which would normally be delivered in half a day! This supports the time pressures that individuals are under as well as maximizing the delivery of vital communication in an organisation.

Coaching Skills – bringing out the best in others

Ref: (LNTR10) (2-days) Suitable for: Anybody who has to Pass on Skills to Others

Coaching in the workplace is critical for developing yourself and others. The ability to pass on skills and knowledge effectively to colleagues benefits all parties; it also demonstrates your willingness to share information and skills with other team members.

Finally, as a manager, team-leader or supervisor it enables you to develop others to enhance their performance and therefore to improve all round productivity. This course will give you a tried and tested coaching structure, as well as some unique tools that will ensure the coaching sessions are absorbed and implemented immediately.

Using Influencing and Persuasion (Without Authority)

Ref: (LNTR11) (1- 2 days) Suitable for: All Employees

The ability to effectively influence others where you do not have authority over them, is a crucial skill for all people at all levels within organisations; these skill sets will be required when influencing colleagues, peers, line managers, suppliers and customers.

This workshop covers the key skills and structures required to achieve a positive outcome wherever possible, and will help you to build stronger, ongoing and respected relationships with the people your have to influence.

SALES | MARKETING | CUSTOMER SERVICE SKILLS

The 'Forensic Sales Expert' © 'NEW' For 2016

Ref: (LNT20) (4-days) Suitable for: See below

This unique course developed by Leading National Training, has been designed to answer the challenges faced by businesses selling into large multi-nationals or public sector organisations in '2015' and beyond. It deals with the growing challenges of trying to deal with faceless buyers and procurement teams, or spending your days filling in tenders and/or proposals, submitting them, crossing your fingers and then waiting to 'WIN' the business!

No business can successfully plan ahead or develop themselves based on the above scenario; It's time for change!

This 'forensic' approach allows you to take back full control, removes you from the 'lottery' and crucially enables 'you' to influence the sales-cycle once again.

The key focus of this approach is an in-depth and pro-active internal and external analysis of the client, assessing their customers and/or their end-user experiences, as well as an analysis of both your own and their supply and value chains.

Once all this information has been gathered, assessed and a compelling business case has been identified and prepared, it enables you to present an impactful and unique solution to the customer, customers who would normally not allow you past their business premises door (unless you have been invited).

Finally doing this by bypassing the normal procurement processes, RFTs and RFPs and going straight to CEOs, MDs and FDs or other stakeholders and change champions in a targeted account (see 3. in chart below).

Why the need for the 'Forensic' approach?

1. Selling into SME's – Usually a shared influence 50% - 50%



2. Selling into large organisations – They influence 80% you 20%



3. The new approach – 'Forensic Selling' – You influence 100%



Selecting suitable candidates for this demanding course

As you have probably assessed from above, this course calls for a completely different type of sales mindset and skills profile; to that end we have developed a unique benchmark for the role in conjunction with our partners PRISM Brain Mapping.

If required, as it may evolve that there are no suitable candidates in your existing sales team or others in your organisation, we can then identify, recruit and fully train a 'Forensic Sales Expert' ready for your business.

To establish this we will initially profile your existing team on-line, to identify any individuals who have the potential to be a 'FSE'.

The four-day programme is very demanding! it covers each element of 'The New Forensic approach' to selling as highlighted in red in the chart above.

Consultative Selling Skills

Ref: (LNTR12) (2-days) Suitable for existing or new salespeople who can still get in front of 'final decision-makers' and influence the sales process

Adopting a consultative approach to sales recognises the positive effect this skill has on business consolidation and development. During this course the focus is on the importance of the consultative sales role, (which is not just one skill but many) it does this by exploring and practicing how the change from selling a 'product' to a 'solution' can be made.

Moving from a product oriented or technical sales stance to developing relationships is essential to continue making the difference in a competitive market.

This tried, tested and proven consultative approach to sales will help you to protect your profit margin, manage the expectations of your customers throughout the relationship, and put you in a position to offer 'real, tailored and relevant' solutions to your customers.

Finally, and most importantly it puts 'you' in control of the face-to-face sales process.

Professional Negotiations

Ref: (LNTR13) (2-days) Suitable for: See below

This course has been designed to give sales people at all levels (as well as those new to the negotiators role) the 'key' skills required to gain maximum advantage throughout the negotiation process, particularly when presenting proposals to their customers.

The ability to manage the other person/s expectations during negotiation is critical in ensuring profitable outcomes whilst also enhancing the relationship. This course delivers the required tools and skills to achieve the above outcomes.

It is recommended that delegates have either attended the consultative selling skills course (LNTR12) or, are competent in the consultative sales process, before attending this course.

Appointment Making For Sales Professionals and Others

Ref: (LNTR14) (2-days) Suitable for: Anybody who has to make appointments for themselves or for others

One of the key challenges facing businesses in today's markets is the ability to make qualified appointments with 'key' decision makers. It is a lot harder to get in front of these people, especially with organisations that have a "no names" policy, trained receptionists that act as blockers and the prevalent use of voicemail.

Couple this with the fact that people are much busier and have more responsibility, just picking up the phone and asking for an appointment is not enough. You have to navigate past a number of obstacles before you get through to the right person; you then have to "sell" the meeting to the key decision maker. This course addresses these challenges and will lead to greater appointment success.

How to Gain and Retain The Best Customers

Ref: (LNTR15) (1-day) Suitable for: Any employee who deals with customers either face-to-face or by other means

A course that explores looking after and supporting your customers. Participants will learn how to apply skills that are easy to adopt, and recognise what a key and vital part they play in ensuring that their customers will gain and maintain a positive view of them and their organisation.

The delegates will understand why first impressions count, not only when dealing with challenging 'customer' situations, but at all times that they or their company are on display! Finally they will discover tips, tools and techniques to support their delivery of 'excellent' customer service.

Inbound and Outbound Telephone Sales Skills

Ref: (LNTR16) (2-days) Suitable for: Internal sales teams

Frequently one of the first people the customer encounters is an internal sales person. The ability to capture or grow relationships by excellent customer handling skills whilst increasing revenue contribution is critical to business growth.

Internal sales people are often at the start of their sales careers. The role is at the 'sharp end' of a business and this course gives the delegates the skills and tools to manage the sales processes productively and profitability during the inbound and outbound sales calls.

Telemarketing Skills: Dormant or non-performing accounts

Ref: (LNTR17) (2-days) Suitable for: All telemarketers or internal sales advisors

Many organisations today find the use of telemarketing campaigns to start sales cycles and rejuvenate old or non-performing accounts is a high value activity, allowing field sales to maximise on time spent with new prospects and existing 'key' customers.

The telemarketing job can present itself in many forms, and often comprises an element of multi-tasking. Organisational skills, ability to be tenacious and have strong interpersonal skills is critical to the role. This course gives the delegates the key skills to succeed in this demanding role.

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