

PLANNED TRAINING EVENTS 2010/2011

<u>Date</u>	<u>Workshop</u>	<u>Supplier</u>	<u>Description</u>
September 2010	Negotiation Skills	Diageo	Follow up from the Core Selling Skills workshop held in October 2009. Targeted audience will be first choice for those who attended previous workshop.
October 2010	Introduction to Investors in People	Human Capital Services	Following Training Needs Analysis results, HCS present a half day workshop on "Attaining IIP accreditation" for SWA members.
October 2010	Category Management	GlaxosmithKline	Developing effective messages to customers in order to attract to purchase products via categorising of merchandise.
November 2010	Telesales	Coca-Cola Enterprises	<ul style="list-style-type: none"> • Creating Positive Impressions & Perception • Body Language and the use of Voice • Questioning Skills and Identifying Customer Needs • Active Listening • Selling the Solution • Complaints & Objection Handling • Summary and Action Planning
January 2011	Presenting with Polish	Mars Chocolate	Follow up from the Presenting with Impact workshops. Target audience those previously attended.
February 2011	Simple Performance Management including Job Profiling	Human Capital Services	Developing a simple, clearly defined performance management process to include: <ul style="list-style-type: none"> • Defining performance indicators to encompass all necessary skills and attributes in the role • Defining competencies and their measurement • Defining time scales

			<ul style="list-style-type: none"> • Promoting employees' self awareness of performance • Linking improved individual performance directly to personal development • Providing a means of identifying potential to provide two way feedback • Providing a means of identifying specific individual training needs related to the organisation goals and objectives
March 2011	Customer Service	Nestle Professional & Human Capital Services	<ul style="list-style-type: none"> • Evaluating what customer care looks like in your organisation • How to make sure staff care about the customer • Looking at your business from the perspective of the customer • Understanding the personalities of different customers • Dealing with customer complaints and learning from them • Handling difficult customers assertively • Learning from the customer • 8 Steps of a Customer Call • Communicating effectively with customers • Customer Retention <p>Nestle to deliver ½ day workshop on customer service in the wholesale sector. HCS to deliver ½ day workshop on identifying customer personalities and categorising in order to apply suitable behaviours</p>

April 2011	Sales Training		<ul style="list-style-type: none">• Questioning and Listening – maximise your time to extract crucial details.• Identifying Customer Needs - tailor your proposition to ensure it meets the needs of the customer reducing the chance of the customer saying no!• Features and Benefits - how to ensure your customer realises added value of products to minimise the risk of "so what?" at the end of your sales pitch!• Objection Handling - realise which crucial details you may not be mentioning or stressing enough - get a second bite of the cherry!
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Other Workshop subjects:

Developing High Performing Teams: skills and tools to become an effective line manager

- √ Understand the key responsibilities and accountabilities of a line manager.
- √ Learn how to clearly set goals, objectives and direction for your staff.
- √ Understand your responsibilities in terms of managing performance.
- √ Develop clear strategies for dealing with underperformers.
- √ Learn how to motivate others, to help culminate a positive culture.
- √ Understand how to utilise the most effective communication style to achieve results.

Leading and Motivating Staff: *Using leadership to create a motivated workforce*

- ✓ Motivation skills for team leaders and first line managers
- ✓ Looking at coaching
- ✓ Empowerment and building trust in teams
- ✓ How to work with a variety of staff who have different skills and behaviours and exploiting those talents to improve business performance
- ✓ Using effective delegation to motivate staff and improve performance
- ✓ Training staff and ensuring return on investment from training
- ✓ Goal, objective or KPI setting
- ✓ Handling one to one meetings with staff
- ✓ The importance of Role Models

Wine education for buyers