



# In-Company Training

Exclusively for your own people

**Spearhead Training Group Ltd**  
18/19B Cheriton House  
Cromwell Business Park  
Chipping Norton  
Oxfordshire  
OX7 5SR

Telephone: (+0044) 1608 644144  
Fax: (+0044) 1608 649680  
E-mail: [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk)  
Web: [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)

## DEVELOPING YOUR PEOPLE

Faced with the need to deliver improved business performance, today's manager has little choice other than demand more from their teams. People can only keep up with constant demands for improved personal performance by being trained, refreshed and retrained.

For many organisations training is a core part of their strategy. A structured approach to training and retraining will make a significant contribution towards the following objectives:

### 1. More profitable business

A recent government report confirmed that successful businesses allocate on average twice as much time and resource to training than unsuccessful businesses.

This becomes particularly relevant in times of economic challenge, when training and re-training can provide a fresh approach to work that can re-vitalise performance.



### 2. Better motivated staff

You can not motivate someone to successful performance if they don't know how to do the things that leads to success. Training is the primary tool for improving motivated performance. Training gives people the knowledge and skills to undertake the actions that lead to success.

### 3. Less staff change

Groups that are given developmental training and are encouraged to learn and develop their skills have a lower turnover than those who are not.

### 4. Looking after the customers you have

Your best accounts are likely to be your competitor's best prospects. It is pointless having a crack sales force if relations are soured by other (often thoughtless) employee action. Appropriate training is very effective cover against such mishaps.

### 5. Training saves time – saves money

Learning by experience is fine *if* you have the time to wait. Training is all about improving business performance and making the most of the people in your business right now. Failure to realise peoples' full potential is demoralising for your team and in today's competitive markets can be commercial suicide.

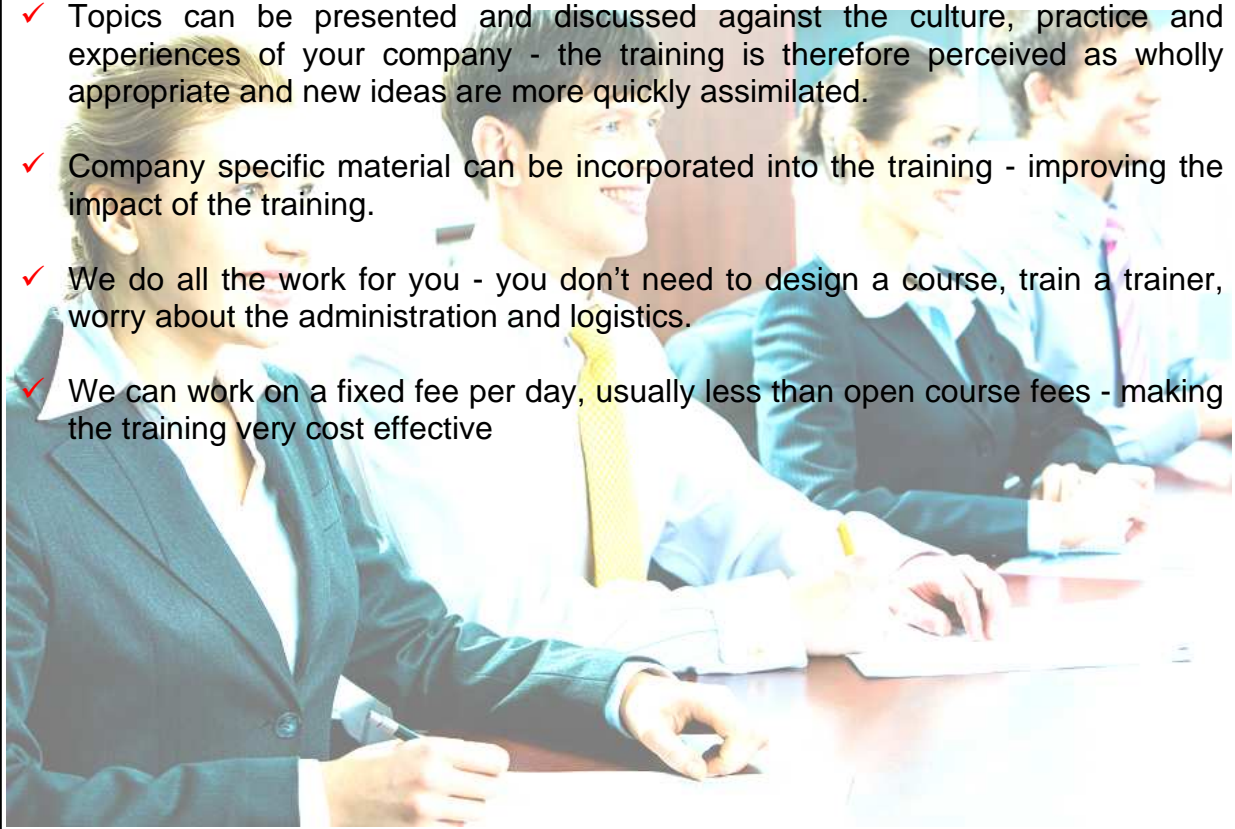
## THE BENEFITS OF IN-COMPANY TRAINING

Spearhead Training was formed in 1981 and has developed an enviable reputation as a major provider of open training courses.

What is less well known is the fact that about half of our work is providing courses exclusively for the personnel of one company. This is referred to as "In Company" working.

There are specific advantages associated with "In Company" working that makes it the first choice for so many of our clients. These include:

- ✓ The training is held on a date to suit you - to fit with your business development plans
- ✓ The tutor travels to the delegates - so your people do not incur the expense and loss of time of travelling to an open course.
- ✓ Course start/end times can be adjusted to suit your working day - for increased convenience and minimal disruption.
- ✓ Your employees learn together - increasing interaction and leading to more effective learning during and after the training.
- ✓ Line Management can be more closely involved in supporting the training - improving the motivational effect of training.
- ✓ Topics can be presented and discussed against the culture, practice and experiences of your company - the training is therefore perceived as wholly appropriate and new ideas are more quickly assimilated.
- ✓ Company specific material can be incorporated into the training - improving the impact of the training.
- ✓ We do all the work for you - you don't need to design a course, train a trainer, worry about the administration and logistics.
- ✓ We can work on a fixed fee per day, usually less than open course fees - making the training very cost effective



## TAILORED TRAINING

Our dedicated Tutor Team and network of Associates enables us to prepare and deliver a very wide range of tailored training programmes.

Tailoring ensures that the course material is completely relevant and is the natural choice where the training need is likely to be special, e.g. when particular emphasis needs to be given to one particular area of knowledge or behaviour, or where company specific material needs to be incorporated into the training.

Tailored training is a highly flexible, efficient, cost and time effective way to get the maximum return on your training and development investment.

We can tailor material in two ways:

**Level 1:** Standard materials can be edited so that the training suits your particular objectives and requirements. This can include adapting the course length, combining content from a number of standard courses, and/or changing the emphasis of a standard course.

**Level 2:** Bespoke courses can be designed, with material developed and specially written for your company, incorporating specially designed exercises and case studies.

We include as “**standard**” the following in all of our level 2 bespoke in-company training courses:

Before the Training:

1. Preparatory Meeting(s) – As required to ensure our training courses are designed to cover the topics needed to achieve your learning objectives, fit your unique circumstances, and make the best use of valuable training time.
2. Production of course content – research and design of exercises, case studies, roleplays and hand-outs to support skill development during training and ensure interactivity.
3. Preparation packs – designed for each course we run for you and used to ensure your delegates are prepared to take full advantage of the training they are about to receive.
4. Effective Learning Guide for delegates – a specially written booklet exclusive to Spearhead Training to assist adult learners get the most from classroom based training sessions.
5. Line Managers Support Guide – specialist advice and guidance written by Spearhead Training for delegates’ line managers, helping them support the training effort.
6. Venue Advice – Venue sourcing/advice service to ensure the venue provides the right environment for intensive learning
7. Production of course materials – preparation of all course materials, (optional) branding with your company logo, delivery to your venue (courier charges)

### During the Training:

1. A Spearhead Tutor – one of our own expert tutors, allocated to you for the duration of the programme
2. Name Cards
3. Writing Materials
4. Course Folders
5. Course Certificates
6. Supply of specialist equipment needed for the course(s)

### After the Training:

1. Full Course Support Materials – a post-course pack of reference materials and exercises designed for delegates' on-going development.
2. Delegate Advice Line – a dedicated help line manned by our tutors that delegates can use for additional individual support.
3. Course Assessment – delegate and tutor feedback on the effectiveness of training
4. Programme De-briefing Meeting(s) – meetings with senior management to provide feedback and recommendations.

### Fees

When determining the fees for tailored and bespoke training we do, of course, consider the likely size of any training requirement: a guaranteed contract for 250 training days will be priced more keenly than a one off one-day exclusive workshop.

Once the programme has been accepted, we start the detailed work of assembling, adapting or writing the actual course synopsis and support materials.



## TAILORED TRAINING: WORKING IN PARTNERSHIP

The key to a successful partnership is flexibility. We will work with you in the way that you prefer. For many of our clients this means delivering a single course or workshop and that is all. At the other end of the spectrum is a complex contract where we prepare, deliver, review and carry out most of the administration.



Assignments may go through the following eight stages, although not all stages are appropriate to every project. Every client is in some way unique and this will be reflected in the method of implementation used.

### **Stage 1. You make an enquiry.**

Some enquiries are fully detailed tender documents others are simply an idea, (often not too focused at this stage). This is fine, the earlier we talk the more input we can make and this will increase opportunities to make the training more effective and efficient. Sometimes training is not the solution and we will say so.

### **Stage 2. We Respond.**

Usually one of our Course Directors will ring you back and an initial discussion will take place over the telephone.

### **Stage 3. A Briefing Meeting.**

It is essential for us to get the facts from you as we can not assimilate your style, culture and philosophies from a distance. Over the years we have found an early meeting saves everyone's time irrespective of the outcome. We make no charge for these early exploratory meetings.

### **Stage 4. Field Work.**

At this stage it may be necessary to conduct an audit or research in order to make a proposal. Often this step is after the proposal has been made and may be part of the preparatory process.

### **Stage 5. A Detailed Proposal.**

Simple, or complex, we put forward what we believe needs doing, how we are going to do it, costs and suggestions for ensuring effectiveness.

### **Stage 6. Preparatory Work.**

One of the keys to Spearhead Training's success. We take more trouble than most to get it right. This shows up in the repeat business that comes from clients. Over 90% (even though they may only initially ask us for one programme) invite us to carry out further work with them. It also enables us to give our simple guarantee which is: "You will be totally satisfied with all Spearhead Training work".

### **Stage 7. Deliver the Training.**

Sometimes coupled with other work, such as field visits. Maybe just one programme lasting months or even years. Whatever it is we work to ensure that the programme objectives are met.

### **Stage 8. Review.**

Many review methods, techniques and processes are possible. We work with you using those appropriate to the contract. Often feedback from review meetings helps focus management on the future direction.

## IN-COMPANY STANDARD COURSES

Presenting either an open course or one of our standard training programme exclusively for a client is a very popular choice.

The main advantage is you get a quality training course at a cost that is usually less per delegate than the equivalent open course fees.

Any of our open courses can be presented exclusively for your own people and we can work with group sizes of 4 or more delegates.

The course can be delivered on your premises, at a venue of your choice, or at one of our own centres.

In addition to our open courses, we also have a wide range of standard training programmes that we run on an in-company basis.

Listed below are the Open Course Programmes we run. Full details of these can be found on our website ([www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)) or in our Training Course Brochure.

### 2012 Open Course Programmes

- Managing Change
- Executive Leadership Programme
- Management Skills
- Managing the Sales Force
- Introduction to Management
- Supervisory & Team Leader Skills
- **Business Management**
- Account Management
- Advanced Sales Skills
- Essential Sales Skills
- **Marketing Fundamentals**
- Introduction to Selling
- Sales Negotiation Skills
- Telephone Sales
- **Getting New Business**
- Category Management
- National Account Management
- **Answering the Telephone**
- Assertiveness Skills
- Planning Skills Workshop
- Business Writing Skills
- Project Management Workshop
- Financial Awareness
- Persuading & Influencing Skills
- **Presentation Skills**
- Time Management
- **Fundamentals of Business**
- Minute Taking
- Perfect PA
- **Time Management for Support Staff**
- The Basics of Finance
- **New for 2012**



## OTHER SERVICES

As you would expect from the UK's number one training company, we also offer a full range of training related support services to our clients. These include:

### 1. Consultancy Service

Undertaking a wide range of training related projects, such as strategic business management audits, sales resource audits, sales force health checks, design and implementation of HR processes & procedures, construction of job descriptions, appraisal systems, mystery shopper and co-ordination and management of assessment centres.

### 2. Performance Profiling

A wide range of psychometric tests can be provided and administered

### 3. Field Training & Coaching

On-the job one-to-one training and coaching.

### 4. Experiential Learning

Design and delivery of facilitated learning experiences related to teamwork, leadership and problem solving skills at a specially designed site at Beaulieu, Hampshire.

### 5. Spearhead Training Gulf

A subsidiary of the UK company providing similar courses throughout the Middle East, India & South Africa.

### 6. Managed Training Course Service

Sourcing and vetting of training courses not offered by Spearhead Training, such as IT training.

### 7. Venue Finding Service

Sourcing and booking of training venues for clients.

### 8. Joint Venture Programmes

Special workshops or courses can be a great way to build business or enhance goodwill. You may have a programme idea for customers, prospects, dealers or other groups but it needs professional support to bring it to life.

Joint Ventures are prepared by clients with Spearhead acting as the programme consultants. Usually there will be Spearhead creative input to the programme preparation. Sometimes we just act as facilitators. Programmes may be presented by Spearhead Tutors and Client Executives, with shared responsibility for delivering programme modules.

Joint Venture programmes are promoted using marketing methods appropriate to each particular programme. Spearhead Training can act as total administrators for the programme. Collecting fees and dealing with all administration, including providing the venue.

## GUARANTEED QUALITY AT COMPETITIVE PRICES

We take pride in the fact that since setting up in 1981 we have aimed for constant quality improvements in everything that we undertake. We guarantee the quality of our work. *Poor training is expensive whatever the price.*

### Five Key Quality Areas:

#### (1) Our Tutors

The first and most important quality area is the quality of the tutorial team. All our tutors have a track record of success in business and most ran their own businesses or divisions of large operations before joining the Spearhead Team. They are all top line trainers dedicated to bringing you world class training.

We limit the number of days our tutors train to ensure they are always fresh and highly motivated when delivering training to your people.

As you would expect, our tutors go through a programme of continuous professional development with Spearhead Training (we do take our own medicine). We are proud of them – they are the best in the business. Should you expose your staff to less?

#### (2) Our Support Staff

The second quality area is our support staff where again we recruit well and develop further. Many clients comment favourably on the helpful attitude and competence of our support team.

#### (3) Course Material and Backup

The third key quality area is in the material used. We have invested heavily in technology and our standard course materials are constantly updated.

We have also invested in training equipment and support technology. Tutors each have their own portable kit that can be taken to your venue. Our own training centres are fully equipped to the highest standards.

Back-up support is provided to all delegates via our dedicated support line. This allows them access to their tutor so that they can discuss post-implementation issues following the training programme.

#### **(4) Course Venues**

Our in-company courses may be at your preferred centre or we will find a suitable venue for the programme as part of our service.

We have our own training centres situated in Oxfordshire and in the heart of London, which clients may hire. Both centers are equipped to the highest standards to ensure a pleasant and practical working environment.

#### **(5) Philosophy**

Finally (a less tangible but nonetheless essential quality) – our team care and will put in the extra effort it takes to make sure we deliver improved business performance. We maintain a number of quality assurance checks. For instance every Spearhead tutor is monitored and must exceed 80% “very good” to “excellent” ratings by delegates of open and in-company programmes.

Your people are your most important asset and it will pay you to select the best when selecting the organisation to trust with their development. We will appreciate and respect that trust, let us train them and they will perform better.

## YOUR NEXT ACTION

Need to know more? – To discuss your training requirement, please ring, fax, write or e-mail:

Spearhead Training Group Limited  
18/19B Cheriton House  
Cromwell Business Park  
Chipping Norton  
Oxfordshire  
OX7 5SR

Tel: 01608 644144

E-mail: [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk)

Fax: 01608 649680

Web: [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)

