








Open Course Calendar

- MANAGEMENT 
- SALES & MARKETING 
- BUSINESS SKILLS 
- SECRETARIAL AND SUPPORT 
- FMCG 



SPEARHEAD training

Improving Business Performance

"Informative, professional and inspiring. Thank you"

A.C. Time Management February 2010

"Subject matter was highly relevant and transferable to the workplace"

A.B. Executive Leadership Programme June 2010



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R.L. Account Management May 2010

Open Courses 2011

Our open courses combine up-to-date content with expert delivery, which together with our exceptional post-training support package gives you a real return on your investment.

All courses are run with small groups to guarantee you maximum individual attention. We recommend you book now. However, if you want more details of content visit us online or call and we will be pleased to send you a CD or printed listing.

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In Company Training

All courses in this brochure can be presented exclusively for your organisation. We also have many standard in-company courses, details of which can be found on our website:

www.spearhead-training.co.uk

If you do not see what you want why not use our bespoke training service, we will create a tailored course to meet your specific needs – just give us a call on **01608 644144**.

- **MANAGEMENT**
- **BUSINESS SKILLS**
- **SALES & MARKETING**
- **SECRETARIAL AND SUPPORT**
- **FMCG**

Spearhead Training: 2011 Open Course Calendar

| | Duration | Venue(s) / Cost | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |
|---|--------------|-----------------|-------------|-------------|--------------|--------------|-------------|--------------|--------------|-------------|--------------|-----------|-------------|--------------|
| ➤ Management | | | | | | | | | | | | | | |
| Introduction to Management A flying start to a career in management | 3 day Res | RC £1650 | | 16-18 | 09-11 | 26-28 | | 06-08 | 20-22 | | 05-07 | 12-14 | 28-30 | |
| Management Skills Management beyond the basics | 2 day NonRes | ST/HAT £995 | 20-21 ST | | 03-04 HAT | 18-19 ST | | 13-14 HAT | | 01-02 ST | 22-23 HAT | | 10-11 ST | 15-16 HAT |
| Management Development Programme Stimulating performance orientated management | 3 day Res | RC £1675 | | 16-18 | | | 04-06 | | 11-13 | | 19-21 | | | 05-07 |
| Executive Leadership Programme Achieve more – through building winners | 3 day Res | RC £1675 | 19-21 | | 28-30 | | | 08-10 | | 17-19 | | 24-26 | | |
| Managing the Sales Force How to get the best from the sales team | 3 day Res | RC £1660 | | 02-04 | | 04-06 | 25-27 | | 25-27 | | 26-28 | | 21-23 | |
| Supervisory and Team Leader Skills First steps in organising and directing work effort | 2 day NonRes | ST/HAT £995 | | 21-22 ST | | 13-14 HAT | 25-26 ST | | 04-05 HAT | 18-19 ST | 29-30 HAT | | 17-18 ST | |
| Managing Change Implementing & managing change successfully | 1 day NonRes | ST £535 | 19 | | | | 19 | | | | | 03 | | |
| ➤ Business Skills | | | | | | | | | | | | | | |
| Coaching for Optimum Performance <i>NEW for 2011</i> Driving results by helping others to excel | 1 day NonRes | ST £565 | | 23 | | | 27 | | | 09 | | | 24 | |
| Presentation Skills Workshop Master techniques for maximum impact | 1 day NonRes | ST/HAT £565 | | 07 HAT | 31 ST | | 20 HAT | | 12 ST | | 05 HAT | 27 ST | | 05 HAT |
| Project Management Workshop Understand project management techniques | 1 day NonRes | ST/HAT £545 | 17 HAT | | 16 ST | | 16 HAT | | 14 ST | | 26 HAT | | 08 ST | |
| Time Management Regain control – techniques of top performers | 1 day NonRes | ST/HAT £545 | | | 01 ST | | 09 HAT | | 19 ST | | | 04 HAT | | 14 ST |
| Assertiveness Techniques to Build Self-Confidence The art of confident communication | 1 day NonRes | ST/HAT £545 | 24 ST | | 01 HAT | 15 ST | | 02 HAT | 15 ST | 23 HAT | | 04 ST | 15 HAT | |
| Persuading and Influencing Skills How to reach positive outcomes | 1 day NonRes | ST/HAT £535 | | 01 HAT | 14 ST | | 04 HAT | 06 ST | 22 HAT | 30 ST | | 03 HAT | | 06 ST |
| Business Writing Skills Principles & practice of effective business writing | 1 day NonRes | ST/HAT £545 | | 07 ST | 22 HAT | | 06 ST | 16 HAT | 28 ST | | 12 HAT | | 03 ST | 12 HAT |
| Telephone Skills and Customer Service Turning good morning into good business | 1 day NonRes | ST/HAT £535 | 11 ST | | 02 HAT | | 03 ST | 15 HAT | | 05 ST | 14 HAT | | 02 ST | 19 HAT |
| Financial Awareness Everything you need to know for the non-specialist | 2 day NonRes | ST £995 | 27-28 | | | | 12-13 | | 20-21 | | 29-30 | | | 01-02 |
| Planning Skills Workshop Techniques and methods for effective planning | 1 day NonRes | ST/HAT £545 | | 24 HAT | | 21 ST | | 21 HAT | | 24 ST | | 17 HAT | | 05 ST |
| The Basics of Finance Introduction for the non-specialist | 1 day NonRes | ST/HAT £545 | 11 HAT | | 09 ST | | 11 HAT | | 18 ST | | 22 HAT | | 25 ST | |

FULL COURSE DETAILS AVAILABLE AT www.spearhead-training.co.uk OR CALL 01608 644144

Key: NonRes = Non Residential Res = Residential

ST = Spearhead Training Centre, Chipping Norton HAT = The Hatton, London RC = Radcliffe Conference Centre, Nr Coventry

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| ➤ Sales & Marketing | | | | | | | | | | | | | | |
| Introduction to Selling A fast track introduction to selling | 2 day NonRes | ST/HAT £995 | 13-14 ST | 21-22 HAT | | 13-14 ST | 25-26 HAT | | 04-05 ST | 18-19 HAT | 26-27 ST | | 17-18 HAT | 12-13 ST |
| Essential Sales Skills Improve your skills and close more orders | 3 day NonRes | ST £1635 | 24-26 | | 21-23 | | 16-18 | | 06-08 | 31- to 02 | 24-26 | | | 07-09 |
| Advanced Sales Skills Master the challenge of high level selling | 2 day NonRes | ST/HAT £995 | 31- ST | to 01 | 29-30 HAT | | 23-24 ST | | 18-19 HAT | | 12-13 ST | | 10-11 HAT | |
| Sales Negotiation Skills Minimise concessions and conclude good deals | 3 day NonRes | ST £1635 | | 16-18 | | 26-28 | | 22-24 | | 10-12 | | 05-07 | 28-30 | |
| Account Management Building business partnerships | 3 day Res | RC £1650 | 12-14 | | 16-18 | | 11-13 | | 13-15 | | 14-16 | | 16-18 | |
| Telephone Sales The right way to build business on the telephone | 1 day NonRes | ST/HAT £545 | | 24 ST | | 18 HAT | | 17 ST | | 08 HAT | | 12 ST | | 01 HAT |
| Introduction to Marketing How marketing works to build business | 3 day NonRes | ST £1635 | | 09-11 | | 06-08 | | 01-03 | 26-28 | | 19-21 | | 21-23 | |
| Winning Your Next Assignment <i>NEW for 2011</i> Specialist workshop in association with the IIM | 1 day NonRes | ST £350 | | | 02 | | | 13 | | | 23 | | | 15 |
| ➤ Secretarial and Support | | | | | | | | | | | | | | |
| Perfect PA Enhancing executive performance | 1 day NonRes | ST/HAT £535 | 11 HAT | 15 ST | 15 HAT | 12 ST | 10 HAT | 14 ST | 12 HAT | 16 ST | 13 HAT | 11 ST | 14 HAT | 16 ST |
| Personal Effectiveness Programme Time management techniques for support staff | 1 day NonRes | ST/HAT £535 | 12 ST | 14 HAT | 24 ST | | 04 HAT | 10 ST | 13 HAT | 25 ST | 28 HAT | | 07 ST | 13 HAT |
| Minute Taking How to record information from meetings | 1 day NonRes | ST/HAT £535 | 27 HAT | | 07 ST | | 03 HAT | 20 ST | | 05 HAT | 16 ST | | 08 HAT | 19 ST |
| Sales Support Pre- and post-sales customer contact skills | 1 day NonRes | ST/HAT £535 | | 25 ST | | 12 HAT | | 07 ST | | 03 HAT | 28 ST | | 15 HAT | |
| ➤ Fast Moving Consumer Goods | | | | | | | | | | | | | | |
| National Account Management The definitive course for NAMs | 2 day NonRes | ST £995 | 18-19 | | | | 04-05 | | | 22-23 | | | 08-09 | |
| Category Management Making category management work for you | 2 day NonRes | ST £995 | | 14-15 | | | 09-10 | | | 15-16 | | | 14-15 | |

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