



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

## Open Course Calendar



# SPEARHEAD training

## Improving Business Performance

*"Very useful informative and techniques that I will be able to use"*

K.S. Perfect PA May 2011

*"All aspects were covered exceptionally well"*

N.J. Introduction to Management March 2011

*"Very good course, clearly defined and particularly liked  
how all aspects were related back to my specific needs"*

C.W. Category Management February 2011

### Exceptional Post-training Support For Every Delegate...

- ✓ Full course notes and reference materials for you to take away
- ✓ Dedicated Help Line to talk to your tutor
- ✓ E-train – our unique training support modules delivered at regular intervals to your inbox for a full year



*"Very Clear, funny and informative"*

S.P. Introduction to Selling February 2011

### Open Courses 2012

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.

### Loyalty Discount Scheme

Make Spearhead your training partner and benefit from the best loyalty scheme available. It's based on the cumulative number of days booked with no restrictions on who from your organisation makes the booking. This really is the fairest scheme to be had for maximum reward. We will even track all bookings from your organisation and inform you what level of discount applies to the bookings you make – so it's easy for you to get the training you need, when you need it and at the best possible price.

Training days booked in any twelve month period:

<b>1-3</b>	<b>Full Fee</b>
<b>4-6</b>	<b>10% Discount</b>
<b>7-9</b>	<b>15% Discount</b>
<b>10-12</b>	<b>17.5% Discount</b>

More than 12, call us for details: 01608 644144

### 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](http://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: 2012 Open Course Calendar

	Duration	Venue(s) / Cost	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
<b>➤ Management</b>														
<b>Introduction to Management</b> A flying start to a career in management	3 day Res	RC £1670	18-20	29 to	02	17-19		13-15		01-03	19-21		14-16	
<b>Management Skills</b> Management beyond the basics	2 day NonRes	ST £975 HA £995		02-03 ST	15-16 HA	26-27 ST		07-08 HA	19-20 ST		03-04 HA	18-19 HA	29-30 ST	
<b>Business Management</b> Developing senior management skills <i>NEW for 2012</i>	3 day Res	RC £1690		15-17			09-11		23-25		26-28			03-05
<b>Executive Leadership Programme</b> Leadership skills for senior managers	3 day Res	RC £1690	16-18		26-28			13-15		22-24			07-09	
<b>Managing the Sales Force</b> How to get the best from the sales team	3 day Res	RC £1680	25-27		21-23		16-18		11-13		12-14		07-09	
<b>Supervisory and Team Leader Skills</b> First steps in organising and directing work effort	2 day NonRes	ST £975 HA £995	12-13 HA	20-21 ST		11-12 HA	17-18 ST	28-29 HA	30-31 ST		11-12 HA	25-26 ST		04-05 HA
<b>Managing Change</b> Implementing & managing change successfully	1 day NonRes	ST £545	24			25			23			25		
<b>➤ Business Skills</b>														
<b>Presentation Skills</b> <i>NEW for 2012</i> Master techniques for maximum impact	1 day NonRes	ST £975 HA £995		13-14 ST	29-30 HA		14-15 ST		04-05 HA	23-24 ST		15-16 HA		06-07 ST
<b>Project Management Workshop</b> Introduction to project management techniques	1 day NonRes	ST/HA £565	27 HA			04 ST		12 HA		15 ST		12 HA		14 ST
<b>Time Management</b> Regain control – techniques of top performers	1 day NonRes	ST £555 HA £565		22 HA			09 ST	25 HA		07 ST	24 HA		12 ST	
<b>Assertiveness Skills</b> The art of confident communication	1 day NonRes	ST/HAT £545	23 ST		09 HA	20 ST	30 HA		09 ST	17 HA		01 ST	12 HA	
<b>Persuading and Influencing Skills</b> How to reach positive outcomes	1 day NonRes	ST £545 HA £565		06 HA	22 ST		09 HA	28 ST		10 HA	24 ST		09 HA	17 ST
<b>Business Writing Skills</b> Principles & practice of effective business writing	1 day NonRes	ST £555 HA £575	27 HA		12 ST		03 HA	25 ST		21 HA		05 ST	09 HA	
<b>Answering the Telephone</b> <i>NEW for 2012</i> Turning good morning into good business	1 day NonRes	ST/HA £545		15 HA	26 ST		16 HA		05 ST	20 HA		02 ST	16 HA	
<b>Financial Awareness</b> Everything you need to know for the non-specialist	2 day NonRes	ST £995		23-24			03-04	26-27		28-29		15-16		20-21
<b>Planning Skills Workshop</b> Techniques and methods for effective planning	1 day NonRes	ST £555 HA £575		08 HA		05 ST		11 HA		14 ST		22 HA		13 ST
<b>Fundamentals of Business</b> <i>NEW for 2012</i> Contributing to business success	1 day NonRes	ST £525		13		16		22		22		24		19

**FULL COURSE DETAILS AVAILABLE AT [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk) OR CALL 01608 644144**

**Key: NonRes = Non Residential Res = Residential**

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

## Spearhead Training: 2012 Open Course Calendar

	Duration	Venue(s) / Cost	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
<b>➤ Sales &amp; Marketing</b>														
<b>Introduction to Selling</b> A fast track introduction to selling	2 day NonRes	ST £975 HA £995	23-24 HA	27-28 ST		16-17 HA		07-08 HA	10-11 HA	16-17 ST	25-26 HA	30-31 ST		13-14 HA
<b>Essential Sales Skills</b> Improve your skills and close more orders	3 day NonRes	ST £1645		15-17		17-19		19-21		08-10		10-12		10-12
<b>Advanced Sales Skills</b> Master the challenge of high level selling	2 day NonRes	ST £975 HA £995	19-20 ST		15-16 HA		24-25 ST		16-17 HA		20-21 ST		19-20 HA	
<b>Sales Negotiation Skills</b> Minimise concessions and conclude good deals	3 day NonRes	ST £1645		08-10		11-13	21-23		02-04		03-05	17-19	26-28	
<b>Account Management</b> Building business partnerships	3 day Res	RC £1670		06-08		02-04	28-30		25-27		19-21		14-16	
<b>Telephone Sales</b> The right way to build business on the telephone	1 day NonRes	ST/HA £565		06 ST		02 HA	28 ST		23 HA		17 ST		21 HA	
<b>Marketing Fundamentals</b> <i>NEW for 2011</i> How marketing works to build business	2 day NonRes	ST £995	25-26		01-02		01-02		1-18		13-14		06-07	
<b>Getting New Business</b> <i>NEW for 2011</i> The right way to develop new business opportunities	1 day NonRes	ST £545		22		30		29			07		05	
<b>➤ Secretarial and Support</b>														
<b>Perfect PA</b> Enhancing executive performance	1 day NonRes	ST/HA £545	30 ST	27 HA	20 ST	30 HA		06 ST	11 HA	13 ST	10 HA	09 ST	05 HA	03 ST
<b>Time Management for Support Staff</b> <i>NEW for 2011</i> Improve your personal effectiveness	1 day NonRes	ST £545 HA £565	31 ST		08 HA	10 ST	15 HA	18 ST	24 HA	30 ST		02 HA	08 ST	07 HA
<b>Minute Taking</b> How to record information from meetings	1 day NonRes	ST/HA £545		01 HA	13 ST		04 HA	01 ST	18 HA	31 ST		08 HA	22 ST	
<b>The Basics of Finance</b> Understanding business finance	1 day NonRes	ST £545 HA £565		28 HA			08 ST		20 HA		06 ST		15 HA	
<b>➤ Fast Moving Consumer Goods</b>														
<b>National Account Management</b> The definitive course for NAMs	2 day NonRes	ST £995		07-08			29-30			20-21			29-30	
<b>Category Management</b> Making category management work for you	2 day NonRes	ST £995	17-18				22-23				18-19			

**FULL COURSE DETAILS AVAILABLE AT [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk) OR CALL 01608 644144**

**Key: NonRes = Non Residential Res = Residential**

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To book course places, or for information, please complete the appropriate sections on the form and fax to **01608 649680** or post to the address below. Please include your remittance for all course bookings.

**Spearhead Training Group Ltd**  
18/19B Cheriton House, Cromwell Park  
Chipping Norton, Oxon, OX7 5SR  
Tel: 01608 644144  
Fax: 01608 649680  
e-mail: [courses@spearhead-training.co.uk](mailto:courses@spearhead-training.co.uk)  
[www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)

**Course Timings**

All courses start at 09:45 on the first day and finish at either 16:30 (residential) or 17:00 (non residential) on the last day.

**Open Courses**

Our published fee includes course materials, use of video and other training equipment as required. Prepared key topic notes for delegates' future reference are provided. The number of delegates attending each course is limited to ensure individual participation.

**Residential Courses**

Delegates participate in evening syndicate exercises and are therefore advised to stay in the hotel during the course. Residential fees **do not include** the delegate's overnight accommodation costs.

**Non Residential Courses**

Non Residential programme fees include lunch and light refreshments. If overnight accommodation is required we can provide information on local hotels.

**Reservations**

Bookings can be made using the booking form, or by telephone, letter, email, fax or on-line. A receipted tax invoice will be sent to cover VAT. Full instructions are sent to each delegate via the company making the booking.

**VAT**

VAT is charged at the current rate on all accounts.  
Reg. No. 335 3725 60

**Payment of Invoices & Discount Policy**

To qualify for an Earlybird discount bookings must be paid two months in advance of the course start date. Otherwise payments are all due 14 days before the start of the course.

**Venues, Dates and Content**

All the information in this brochure is correct at time of print. We reserve the right to make changes should it be necessary.

**Cancellations & Transfers**

Cancellations/transfers after places have been confirmed will incur an administrative charge of 15% of the course fee. Cancellations and transfers within 14 days of the course start cannot be accepted. Substitutes can be made at any time before the course start date without cost penalty.

1. Delegate's Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Course Title \_\_\_\_\_  
Course Dates \_\_\_\_\_  
Accommodation required for the nights of: \_\_\_\_\_  
2. Delegate's Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Course Title \_\_\_\_\_  
Course Dates \_\_\_\_\_  
Accommodation required for the nights of: \_\_\_\_\_  
3. Delegate's Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Course Title \_\_\_\_\_  
Course Dates \_\_\_\_\_  
Accommodation required for the nights of: \_\_\_\_\_  
(continue on photocopied form if necessary)

Earlybird? Tick here to claim 10% discount (see left)

I would like to pay by:  
 Please invoice my company

Cheque  
(course fee + VAT payable to Spearhead Training Group Ltd)

Credit/Charge Card: Mastercard  Visa

Card number  
□□□□□□□□□□□□□□□□□□□□  
Expiry date □□□□□□

Signature \_\_\_\_\_

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_

Post Code \_\_\_\_\_  
Telephone No \_\_\_\_\_  
Fax No \_\_\_\_\_  
E-mail \_\_\_\_\_

Please contact me regarding the following:  
 In-Company training  Consultancy  
 Joint venture projects