



# TRAINING SERVICES

## 2019



**MANAGEMENT - SALES - BUSINESS SKILLS - FMCG**

**[www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)**  
**01608 644144**

# Improving Business Performance

## Small Groups

All courses are run with small groups to guarantee focus on your needs and provide maximum individual benefit.

## Results

We deliver outstanding results by turning knowledge into valuable skills: skills that you can use to improve personal and business performance.

## Exceptional Level of Course Support

All open course delegates receive a comprehensive package of support, including e-train – our unique training support modules delivered to your in-box for a full year after your course.

Our post-course helpline is staffed by real tutors and is available to all delegates – supporting them during the important post-training implementation phase.

## Loyalty Rewards

Regular bookers are automatically rewarded for choosing our open courses with our multi booking discount.

## Quality Guaranteed

38 years experience counts: we still deliver the best training in the UK.



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# SPEARHEAD INTERNATIONAL

## Our Presence

• UK • DUBAI • ABU DHABI • SHARJAH •

## Our Markets

• UK • EUROPE • U.A.E • QATAR • KSA • OMAN • BAHRAIN • KUWAIT •  
• ALGERIA • IRAN • EGYPT • LEBANON •

*With further expansion planned in other markets over the coming years...*

All courses are run by Spearhead Training's own highly experienced tutors, each with their areas of expertise. We currently employ over 30 specialist trainers from the following countries – U.K., Ireland, Holland, Canada, Australia, New Zealand, South Africa, Egypt, Lebanon, Morocco and India.

Spearhead currently has the capability to deliver courses in English, in English with Arabic Facilitation, in Arabic, and in French.





# ABOUT SPEARHEAD TRAINING GROUP, UK

The Spearhead Training Group UK is a market leader in the UK and Europe.

With over 22,000 client companies and having trained over 550,000 delegates since the company set up 38 years ago, the Spearhead Training Group enjoys a prestigious reputation for delivering innovative top quality training solutions.

Spearhead's mission statement is as follows:

*"Spearhead sees its role as 'Improving Business Performance' and this aim drives everything we do. Our desire is to create a partnership with our client, to understand their business, and to help them achieve their objectives through practical and focused training".*

To achieve this aim we are constantly updating our materials with the latest information. This ensures we are always at the leading edge of change and innovation.



# WHY DO COMPANIES USE SPEARHEAD TRAINING?

Many clients approaching Spearhead for the first time tell us that they find selecting a particular course or training company difficult: there is a lot of choice. But having used our services they then tell us that none can match and there are only a few who even come close to the quality, experience and expertise of the Spearhead team.

These comments please us, but not as much as knowing that the real reason for selecting Spearhead Training again and again is the performance improvements that result from our training.

## **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. The best testimony to our high quality and effective training is our repeat business rate, which is over 90%. This figure also includes clients that originally approached us for one-off work.

Training is the most cost effective thing any organisation can do to improve business performance.

An improvement of just 0.5% in an individual's performance will typically cover the cost of them attending a Spearhead training course.

Research shows a fully trained workforce can improve its perform



**Let us train your people and they will perform better**

## **WELL PREPARED AND PROFESSIONAL TRAINING MATERIALS**

Whether you are a small “start-up” company, or a large multinational you require a training partner who is committed to providing you with the best quality training available. That partner is Spearhead.

We will never “cut corners” on quality. Our process of continual review and improvement ensures our training materials are updated with the latest information and market trends. As a result our courses are at the leading edge of change and innovation and relate to the real life work situation.

## **TOP QUALITY TRAINING DELIVERY**

Part of the Spearhead philosophy is that it is the tutor’s job to ensure that training points can be directly related to the delegates work. Our tutors have been carefully chosen for their ability to deliver top quality training in the training room, and for being able to “walk the talk” in front of delegates.



Our tutor team view themselves as consultants - working with delegates to enhance performance and achieve common objectives, rather than lecturers simply presenting a topic. As a result our courses are both challenging and supportive, providing a high performance, high learning environment.

We use a variety of proven training methods that take into account different learning styles and stimulate adult learning, including:

- ✓ Participative tutor led discussion.
- ✓ Individual and syndicate exercises with review and tutor feedback.
- ✓ Case studies that allow delegates to review different scenarios and identify how they would deal with them.
- ✓ Self and team assessment questionnaires.
- ✓ Learning games.
- ✓ Multiple-choice quizzes.
- ✓ Role-plays and simulations.
- ✓ Individual coaching and tutor feedback.

## **EXCEPTIONAL LEVEL OF POST-TRAINING SUPPORT**

All open course delegates receive a comprehensive package of support, including e-train – our unique training support modules – as well as access to our dedicated delegate support line.

# MANAGEMENT COURSES

A well-trained management team is essential for superior organisational performance.

Spearhead's range of quality open management training courses can be used to support the development of your managers, supervisors and team leaders - helping them get the best out of the human resource they control and positively contribute to organisational success.

Regularly updated and run by our own expert tutors, the programmes are highly interactive. All courses include skill development sessions, not just theory, making them excellent value for money.

What is more, every open management course comes with a comprehensive package of post-training support, which means that you continue to reap the benefits long after your management team return from the training course.

## Multiple Booking Discount

Where two or more delegates from the same company attend a given open course together, we offer the following multiple booking discount off the cost of each course place:

<b>2 delegates</b>	<b>5% Discount</b>
<b>3 delegates</b>	<b>10% Discount</b>
<b>4 delegates</b>	<b>15% Discount</b>
<b>5 delegates</b>	<b>20% Discount</b>

More than 5 delegates? Then an in-company course may be more cost effective for you.

Please call us for details: 01608 644144

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*Mastering virtual team management*





# SUPERVISORY AND TEAM LEADER SKILLS

*First steps in organising and directing work effort*

## A TWO DAY NON-RESIDENTIAL PROGRAMME

This two day programme has been designed specifically for first line supervisors and team leaders who have to manage people whilst still working as part of a team. Introducing the key skills necessary for organising and directing work effort, it is ideal for recently promoted supervisors/team leaders or as a refresher for those who have not had formal training. Clear guidelines are given on each topic with practical exercises to instill the skills and techniques needed to succeed.

### Programme Contents

#### **The Role of the Supervisor/Team Leader**

- Making the First Move into People Management
- Avoiding the Pitfalls and Problems

#### **Team Leadership**

- The Mechanics and Dynamics of Supervision
- Characteristics of Effective Teams
- Developing Your Leadership Skills

#### **Motivating Yourself and Others**

- The Theory
- Recognising the Needs of Subordinates
- Putting Theory into Practice

#### **Controlling The Team**

- Quality and You
- Setting Objectives
- Work Allocation
- Dealing with Problems

#### **Maintaining Team Performance**

- On the Job Training
- Performance Reviews

#### **Key Communication Skills**

- Leading Effective Team Meetings
- Questioning & Listening Skills
- Giving Feedback

#### **Personnel Effectiveness**

- Assessing Your Personal Efficiency
- Urgent vs. Important: Prioritising & Planning

#### **Action Planning**

#### **2019 VENUE AND DATES**

##### **Spearhead Training Centre, Oxfordshire**

10 – 11 January  
04 – 05 March  
16 – 17 May  
08 – 09 July  
05 – 06 September  
21 – 22 November

**COURSE FEE: £895**

*"Very good course and  
excellent tutor. Pace was  
just right and lots of  
positive interaction." JS*

For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/management-courses/supervisory-and-team-leader-skills>

## EFFECTIVE MANAGEMENT SKILLS

*Essential skills for a career in management*

### A THREE DAY NON-RESIDENTIAL PROGRAMME

An intensive programme suitable for the newly promoted manager and for more experienced managers wishing to hone their managerial skills. The programme provides a solid foundation of essential people management skills and provides clear guidelines on effective management every step of the way. Tutorial sessions, case studies and practical exercises make this a fun, action packed three days.

### Programme Contents

#### **The Manager's Role**

- The Functions and Responsibilities of Management
- Key Management Tasks and Competencies
- Recognising & Avoiding Common Mistakes

#### **Making Time to Manage**

- Planning & Prioritising Work
- Managing Time and Yourself

#### **Managing People**

- The Management Process
- Setting Standards & Objectives
- Management Styles

#### **Work Allocation & Delegation**

- Effective Work Allocation
- The What, When and How of Delegation

#### **Monitoring and Controlling**

- Effective Monitoring Principles
- Successful Performance Reviews & Appraisal
- When and How to Counsel

#### **Motivating Staff to Better Performance**

- Understanding Motivation & De-motivation
- How to Motivate Staff Today

#### **Essential Managerial Communication Skills**

- Communicating with Your Team
- Learning to Listen
- Giving Effective Feedback
- Better Meetings

#### **Training and Developing Staff**

- Your Role in Training
- Developing Your Team

#### **Problem Solving**

- The Problem Solving Process
- Managing Common People Problems
- Better Decision Making

#### **Action Planning**

- Your Action Plan

#### **2019 VENUE AND DATES:**

##### **Spearhead Training Centre, Oxfordshire**

28 – 30 January

25 – 27 March

05 – 07 June

19 – 21 August

14 – 16 October

04 – 06 December

**COURSE FEE: £1,395**

*"Excellent delivery,  
very interactive.  
Materials very useful."  
BH*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/management-courses/effective-management-skills>

T: 01608 644144 E: [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk) [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)

# MANAGEMENT DEVELOPMENT PROGRAMME

*Business management for senior managers*

## A THREE DAY NON-RESIDENTIAL PROGRAMME

A course for experienced managers, designed to equip individuals with the business management skills needed for a senior management position. The programme covers the issues facing management in today's competitive and widening market environment.

### Programme Contents

#### The Senior Manager Today

- The Skills Needed
- Challenges Businesses Face
- Role of the Senior Manager
- Managerial Attributes
- Leadership Dimensions
- Qualities of Leaders
- Situational Leadership

#### Strategic and Business Planning

- Strategic Planning and Why
- Developing a Strategy and Business Plan
- Cascading the Plans for Action
- Managing Change
- Role of Project Management
- Critical Success Measures
- The Planning Cycle

#### The Three Fundamental Levels of Management

- Which Level do you Operate on?
- Practical Application

#### Recruiting the Right Staff

- The Recruiting Process
- Using Competencies and Selection Scoring
- Interviewing Techniques and Selection
- Validating the Recruitment Process

#### Getting the Best from Staff

- The Need to Develop People for High Performance
- Identifying Training Needs
- Setting Development Plans and Monitoring Progress
- Role of the Manager in Staff Motivation

#### Importance of Communication

- Key Communication Skills
- Making the Most of Meetings
- Power of Positive Language

#### Assessing and Monitoring Performance

- Setting Clear Objectives and Targets
- Assessing and Appraising Staff
- Feedback and Monitoring
- Dealing with People Problems
- Discipline Measures

#### Managing Time Effectively

- Taking Control
- Planning Aids and Techniques
- Controlling the Issues that Waste Time
- Using Delegation
- Recognising the Stress Issue

#### Action Planning

### 2019 VENUE AND DATES

**Spearhead Training Centre,  
Oxfordshire**

14 – 16 January

10 – 12 April

15 – 17 July

25 – 27 September

11 – 13 December

**COURSE FEE: £1,425**

*"Excellent course. I very much enjoy learning from the tutor and listening to his experience." TS*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/management-courses/management-development-programme>

## EXECUTIVE LEADERSHIP PROGRAMME

*Leadership skills for senior managers*

### A THREE DAY NON-RESIDENTIAL TRAINING PROGRAMME

Leadership is about making things happen, putting your stamp on the future. Research clearly indicates that leadership skills can be identified and developed. This course shows you how.

#### Programme Contents

##### **Competitive Factors**

##### **The Leadership Audit**

- How Do You Perform?

##### **The Hallmarks of a Successful Team**

##### **The Challenge of Leadership**

- Managing vs. Leading

##### **Leadership and the 7 Stages of Business Growth**

##### **Leadership Style**

- What is Your Natural Style?

##### **Different Styles Create Different Team Climates**

- Style Flexibility
- New Research

##### **Organisation and Control**

- Providing a Vision for Your Team
- Setting Objectives and Performance Criteria
- Getting "Buy In"

##### **Practical Teambuilding Exercises**

- Building Successful Teams

##### **Working with the ORJI model**

- An Essential Leadership Skill
- Pitfalls and How to Overcome Them

##### **The Emotionally Intelligent Leader**

- Knowing Yourself and the Impact You Have on Your Team

##### **Team Learning Reviews**

##### **Communication Skills**

- One of the Most Important Skills for a Leader
- Team Communication Needs

##### **Growing and Strengthening Your Team**

- The Four Key Stages, Which Stage is Yours?

##### **Coaching: A Core Leadership Skill**

- Demonstration
- Practice Using Live Problems

##### **Self Appraisal and Image**

##### **Managing Change**

- The Key Transitions
- Force Field Analysis
- Practical Steps

##### **Motivating Your Team**

##### **Delegation**

- Benefits, Blocks and Stages

##### **Stress Management**

- Symptoms: Self and Team
- Personal Assessment

##### **Business Politics**

- What Drives You?
- Different Drivers Mean Different Politics

##### **Action Planning For You and Your Team**

#### 2019 VENUE AND DATES

##### **Spearhead Training Centre, Oxfordshire**

13 – 15 February

08 – 10 May

12 – 14 August

13 – 15 November

**COURSE FEE: £1,445**

*"The tutor has a unique skill in understanding people, making us relaxed but also challenging us out of our comfort zone but in a positive way." LG*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/management-courses/executive-leadership-programme-2>

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## MANAGING THE SALES FORCE

*How to get the best from the sales team*

### A THREE DAY NON-RESIDENTIAL PROGRAMME

Salesforce performance depends directly upon the quality of management. This programme is all about leading your sales team to success through the application of sound managerial practice. The course has been designed specifically for all managers who have, or expect to have, responsibility for achieving sales results through others.

Delegates can expect to leave the course with the knowledge and confidence to tackle one of the toughest managerial assignments: that of leading a sales team.

#### Programme Contents

##### **The Role of Management**

##### **Essential Functions of Management**

##### **Specifics of Sales Management**

##### **Leading a Sales Team**

##### **Sales Management Styles**

##### **Recruiting Sales Staff**

- Profiling Candidates
- Job Descriptions
- Conducting the Recruitment Interview

##### **Dealing With Difficult Sales People**

- Problems of Sales Staff Management
- How to Manage Different Sales People

##### **Developing Potential in the Sales Team**

- Challenges of Developing Sales Staff

##### **Training and Development**

- Identifying Training Needs
- Individual Development Plans
- Training & Development Techniques
- Conducting Field Based Coaching Sessions

##### **Building Sales Performance**

- Performance Management
- Setting Objectives
- Counselling and Appraisals
- Giving Feedback

##### **Effective Communications for Sales Managers**

##### **Team Meetings**

- Organising & Leading Effective Sales Meetings

##### **Motivating Sales Staff**

- Understanding Motivation
- Dealing with Demotivation

##### **Organising Sales Management Time**

##### **Forecasting & Planning the Sales Effort**

##### **Delegation**

- What, When & How

##### **Teambuilding**

- Actions to Improve Teamwork

##### **Action Planning**

#### 2019 VENUE AND DATES

##### **Spearhead Training Centre, Oxfordshire**

07 – 09 January

06 – 08 March

13 – 15 May

22 – 24 July

16 – 18 September

27 – 29 November

**COURSE FEE: £1,425**

*"Very impressed  
indeed, great  
motivator, clear  
messages" RK*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/management-courses/managing-the-sales-force>

## MANAGING REMOTE TEAMS

*Mastering virtual team management*

**A ONE DAY WORKSHOP**

Managing people at a distance creates unique challenges for managers, which are not always addressed by standard management courses. This workshop provides a framework, tools and techniques to help you master the art of managing a remote team.

### Programme Contents

#### **The Challenge of Managing Remotely**

- Myths and Reality
- Critical Success Factors

#### **Leading a Virtual Team**

- Your Role
- Overcoming the Culture Iceberg
- Effective Leadership Styles

#### **Helping Your Team Succeed**

- How Virtual Teams Develop
- Developing Team Norms
- Building Trust

#### **Communicating Effectively with Your Team**

- Disseminating Information
- Managing Virtual Team Meetings

#### **Managing Performance**

- Measuring Team Performance
- Managing Individual Performance

#### **Individual Action Plans**

#### **2019 VENUE AND DATES**

**Spearhead Training Centre,  
Oxfordshire**

11 February

10 June

02 September

10 December

**COURSE FEE: £495**

*"Very helpful." JH*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/management-courses/managing-remote-teams>

# SALES COURSES

Sales are the lifeblood of your business, being the only activity that contributes to profit. But even the best business plans will go wrong if your sales team's selling and negotiating skills are not up to delivering the volume of business at the time it is needed and at prices that make sense.

Our range of sales courses has been specifically designed to develop delegate's skills, whatever their current level of performance. Our experienced tutors have enviable sales and sales management track records and bring this knowledge to every course – making the training practical and relevant. The number of attendees is strictly limited to ensure each delegate receives individual attention and guidance from the tutor so that their needs are fully met.

Every open course comes with a complete package of specialist post-training support, which means that you continue to reap the benefits of your investment long after your sales people return from the course.

## Multiple Booking Discount

Where two or more delegates from the same company attend a given open course together, we offer the following multiple booking discount off the cost of each course place:

<b>2 delegates</b>	<b>5% Discount</b>
<b>3 delegates</b>	<b>10% Discount</b>
<b>4 delegates</b>	<b>15% Discount</b>
<b>5 delegates</b>	<b>20% Discount</b>

More than 5 delegates? Then an in-company course may be more cost effective for you.

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- 14 Sales Skills**  
*Enhance performance & develop sales skills*
- 15 Advanced Sales Skills**  
*Master the challenge of high level selling*
- 16 Account Management**  
*How to manage major accounts and build business partnerships*
- 17 Sales Negotiation Skills**  
*Minimise concessions and conclude good deals in tough competitive markets*
- 18 Closing Skills**  
*A masterclass in gaining customer commitment*
- 19 Top Ten Habits of Successful Salespeople - NEW**  
*Driving sales performance*



## SALES SKILLS

*Enhance performance and develop sales skills*

**A TWO DAY NON-RESIDENTIAL PROGRAMME**

This course is essential training for anyone who requires the knowledge and skills to work as a competent, successful and professional salesperson. It will cover each key stage of the sale with examples and skill development exercises. The principles of effective selling are clearly explained and delegates will learn how to apply the principles in sales situations with their customers.

Spearhead Training has a proven record of delivering excellent results by developing salespeople across all markets and investment in this course will repay itself many times over. The course is run by tutors with a vast depth of experience and knowledge in sales and developing salespeople. Each delegate will receive specific help and guidance to develop their sales knowledge and skills to enhance their performance.

### **Programme Contents**

**The Skills of the Successful Salesperson**

**The Stages of the Sales Process**

**Motivations for Buying**

- Selling Your Benefits
- Differentiating your Offer from the Competition

**Planning and Preparation**

- Setting call objectives

**Targeting the Right Customers**

**Quality Customers**

**Creating Positive First Impressions**

- Selling Yourself
- The Sale Before the Sale

**Making Appointments**

- Reaching Decision Makers
- Preparing Your Approach
- Dealing with Customer Responses

**Opening Customer Meetings Professionally**

**Persuasive Sales Communication**

**Identifying Customer Needs and Building Your Sales Case**

- Questioning Techniques
- Using the Spearhead WIN-CLIENT Questioning Model
- Building a Sales Case
- Creating a Value Proposition

**Presenting Your Sales Case**

- Delivering a Persuasive Presentation

**Objection Handling**

- Dealing with Different Kinds of Objections
- Developing Your Techniques to Overcome Objections
- Price Handling Techniques

**Closing the Sale and Securing the Business**

- Gaining Commitment
- Trial Closing
- Techniques for Closing

**Making Follow-up Calls**

### **2019 VENUE AND DATES:**

**Spearhead Training Centre,  
Oxfordshire**

14 – 15 January

18 – 19 March

20 – 21 May

18 – 19 July

23 – 24 September

18 – 19 November

**COURSE FEE: £895**

*"I really enjoyed all elements and found the course of huge personal benefit." EJ*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/sales-marketing-courses/sales-skills>

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## ADVANCED SALES SKILLS

*Master the challenge of high level selling*

### A TWO DAY NON-RESIDENTIAL PROGRAMME

This course is for the experienced salesperson who has a track record of success and seeks to become even more proficient. The course is suitable for those who sell complex solutions to multiple decision makers with long sales cycles. The programme covers selling techniques and strategies to maximise sales performance. Every salesperson will gain from the fresh perspective taken on this course and the chance to re-think their current working practices. This course is practical and pragmatic in content with considerable delegate participation.

### Programme Contents

**The Challenges of High Performance Selling**  
**Motivations for Buying**  
**The Nature of Need**  
**Selling Against Competitors**  
**Developing Client Plans**  
**Sales Strategies**  
**Professional Consultative Selling**  
**Building the Sales Case Using Spearhead WIN-CLIENT Process**  
**Advanced Persuasive Communication Skills**  
**Handling the Sales Meeting**  
**Selling Complex Solutions**  
**Managing a Long Sales Cycle**  
- Controlling the Cycle of Events  
**Multiple Decision Makers**  
- Analysis of the Buyer Roles  
- Dealing with Different Buyer Needs  
**Effective Sales Presentations**  
**Structuring the Sales Proposal**  
**Strategies for Dealing With Objections**  
**Winning the Business**  
- Decision Signals  
- Gaining Client Commitment  
- Advanced Closing Techniques  
**Positive Behavioural Techniques**  
**Getting the Best Possible Deal**  
**Personal Effectiveness for High Performance**  
**Professional Time Management**

#### 2019 VENUE AND DATES

**Spearhead Training Centre,  
Oxfordshire**

24 – 25 January

08 – 09 April

04 – 05 July

07 – 08 October

**COURSE FEE: £995**

*"All areas were well  
presented and  
relevant to my  
requirements" PW*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/sales-marketing-courses/advanced-sales-skills>

## ACCOUNT MANAGEMENT

*Building business partnerships*

### A TWO DAY NON-RESIDENTIAL PROGRAMME

Ensuring key accounts are well-managed is essential if maximum profitability is to be achieved. Today's Account Manager needs to be multi-skilled to ensure successful account partnerships. This programme considers all key aspects of this very challenging role. This interactive course includes a series of exercises and delegates will develop a tool kit of practical ideas that they can readily implement with their accounts. This course is an excellent investment for any business where success is reliant on large key customers.

#### Programme Contents

**Successful Account Management**  
**Account Management Principles**  
**The Stages of Supplier Account Relationship**  
**Building Strategic Partnerships**  
**Stakeholder Mapping**  
**Preparing Your Account Strategy**

- Situational Analysis
- Creating Strategies Aligned with Business Aims
- Developing Initiatives
- Increasing Account Revenue

#### **Developing Account Plans**

- Objective Setting
- Account Management Tactics for Developing Business
- Actions for Implementation
- Measuring Progress Against Objectives

#### **Managing Account Relationships**

- Influencing Different Personalities
- Building Relationships with Key People

#### **Dealing with Challenging Account Situations**

#### **Managing Account Meetings**

- Essential Preparation
- Use Your Agenda to Your Advantage
- Techniques for Conducting Account Meetings
- Managing Difficult Meetings
- Demonstrating Partnership Success

#### **Delegate Action Plans**

#### 2019 VENUE AND DATES:

**Spearhead Training Centre,  
Oxfordshire**

07 – 08 February

20 – 21 May

29 – 30 July

07 – 08 November

**COURSE FEE: £995**

*"Tutor was very  
clear and concise.  
Very much enjoyed  
the course" LJ*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/sales-marketing-courses/account-management-2018>

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## CLOSING SKILLS

*A masterclass in gaining customer commitment*

**A ONE DAY COURSE**

Closing is an essential skill for virtually every salesperson. The ability to gain customer commitment is vital for success, yet it is often something that most sales people find difficult. This sales masterclass will explore the subject in detail and develop individual techniques relevant to each person's situation and selling style.

This course is a must for all salespeople who want to maximise opportunities and close more sales.

This is an interactive skill development course which will include tutor led discussion, a series of exercises with group and tutor review. Each person will discover their natural style and how to close different types of customer in differing sales situations.

### Programme Contents

**Gaining Customer Commitment Throughout the Sales Process**

**Prerequisites to Close the Sale**

**Opportunities to Close**

**When to Close**

**Identifying Your Closing Style**

**Gaining Commitment with Different Customer Types**

**Closing Techniques**

**Buying Signals - both Verbal and Non-verbal**

**Trial Closing**

**Aiding the Decision Making Process**

**Overcoming the Objections**

**Using Techniques to Gain Commitment**

**Making the Follow-up Call to Close the Sale**

**Your Action Plan**

#### 2019 VENUE AND DATES:

**Spearhead Training Centre,  
Oxfordshire**

16 January

20 March

22 May

26 July

30 September

09 December

**COURSE FEE: £495**

*"Great! Will convince  
HR to send more  
delegates!" HJ*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/sales-marketing-courses/closing-skills>

T: 01608 644144 E: [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk) [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)



## **- NEW - TOP TEN HABITS OF SUCCESSFUL SALESPEOPLE**

*Driving sales performance*

**A ONE DAY COURSE**

More than 40% of the things we do in a day are habits. For sales people, ensuring that the habits they have are those that will drive success is vital.

This one day workshop will ensure you adopt the top ten habits practiced consistently by successful sales people around the world. It will also show you how to identify and banish any habits which are holding you back from sales success.

### **Programme Contents**

#### **The Importance of Personal Identification of Bad Habits in Order to Replace Them**

##### **Introduction to the Top 10 Habits of Successful Sales People**

- Defining a Habit
- Individual Review of Habits
- Agreeing the Strategy on How Best to Adopt Good Habits
- How the Changes Will Help Eliminate Bad Habits

##### **Psychological Profiles**

- Understanding the Strengths and Weaknesses of Each Style
- Your Work Patterns and Time Management

##### **Time and Self-Management**

- Establishing Individual Current Time Management Discipline
- Individual Action Plans to Implement Best Practice

##### **Preparation and Planning**

- Planning for Success

##### **Attitude and Behaviour**

- Recognising Negative Attitudes and Behaviours
- Developing Positive Inner Dialogues

##### **The Qualities of Successful Sales People**

##### **How to Replace Bad Habits with Good Ones**

- The 4D's of Success

##### **Developing your 10 Habits Action Plan and Review**

**- New for 2019 -**

##### **2019 VENUE AND DATES:**

**Spearhead Training Centre,  
Oxfordshire**

12 February

28 May

03 September

09 December

**COURSE FEE: £495**



For further information and to book your place visit: <https://www.spearhead-training.co.uk/top-10-habits-of-successful-sales-people>

# BUSINESS SKILLS COURSES

The amount of time for which knowledge remains valid is constantly diminishing. Regular training and re-training thus plays an increasingly important role in ensuring information and skills are kept up to date.

Our business skills courses help form a core of key skills needed by nearly all job roles. Each course contains the latest information and has been developed to help delegates excel at that particular discipline and so improve their own performance and contribution.

The courses are run by tutors who are passionate about the subject matter and who are experts in their particular fields. Delegate numbers are strictly limited to ensure that you receive individual attention and feedback from your tutor.

Each course also comes with an extensive package of specialist post-training support designed to continue your learning and development long after your attendance on the course.

## Multiple Booking Discount

Where two or more delegates from the same company attend a given open course together, we offer the following multiple booking discount off the cost of each course place:

<b>2 delegates</b>	<b>5% Discount</b>
<b>3 delegates</b>	<b>10% Discount</b>
<b>4 delegates</b>	<b>15% Discount</b>
<b>5 delegates</b>	<b>20% Discount</b>

More than 5 delegates? Then an in-company course may be more cost effective for you.

Please call us for details: 01608 644144

## Page

### 21 Assertiveness Skills

*The art of confident communication*

### 22 Effective Written Communication

*Create clear, concise, results focused messages*



## ASSERTIVENESS SKILLS

*The art of confident communication*

### A ONE DAY WORKSHOP

The ability to respond confidently and assertively is a key business skill. Assertive people are more effective at work and better able to handle what might be considered difficult situations. This fascinating and practical workshop is for everyone: it will give you the techniques to improve your assertiveness and build your confidence so you are able to say the right thing at the right time.

### Programme Contents

#### **What is Assertiveness?**

- What It Is Not
- Why We Need It
- Assertive Aims

#### **Building Self-Confidence**

- What is Self-Confidence?
- How People Become Confident
- The Four Fears
- Conquering Your Fears and Doubts
- Handling Unproductive Feelings

#### **How to be Assertive**

- Becoming More Assertive
- Your Assertive Rights
- Choosing the Right Words
- Assertive Body Language

#### **Assertiveness Techniques**

- Making Assertive Requests
- Disagreeing Constructively
- Dealing with Criticism
- Responding to Put-downs
- Saying No
- Fogging
- Broken Record
- Consequence Assertion

#### **Working with Assertiveness**

- Working with Non-Assertive People
- Handling Difficult Situations
- Your Plans for Future Self Development

#### **2019 VENUE AND DATES**

##### **Spearhead Training Centre, Oxfordshire**

22 January  
12 March  
02 July  
10 September  
05 November

**COURSE FEE: £425**

*"All areas were covered well and in depth with practical exercises to back up the theory. SW"*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/business-skills/assertiveness-skills>

## EFFECTIVE WRITTEN COMMUNICATION

*Create clear, concise, results focused messages*

### A ONE DAY WORKSHOP

Everyone in business has to write - whether e-mails, letters, reports or proposals - and those who want to excel in written communication should attend this fun and informative workshop.

The workshop focuses on the key principles of written business communication and provides positive guidelines for writing so that your communication is effective.

### Programme Contents

#### **The Impact of Poor Communication on Business**

#### **Principles of Effective Business Writing**

- Deciding When to Write
- The 7 C's of Written Communication
- The 4 Stages of Writing

#### **Getting the Purpose Clear**

- Delivering the Key Message
- Creating Logic and Sequence

#### **Writing External Business**

#### **Correspondence**

- Creating the Right Impression
- Using the Correct Greeting and Close
- Structure and Layout Considerations

#### **Improving Internal Correspondence**

- E-Mail Etiquette
- Better Reports

#### **Choosing the Right Words**

- Active and Passive "Voice"
- Making Bad News Sound Better

#### **Punctuating Appropriately**

#### **Putting It Into Practice**

- Practical Exercises to Improve Skills

#### **Your Action Plan**

### 2019 VENUE AND DATES

#### **Spearhead Training Centre, Oxfordshire**

21 January

11 March

01 July

09 September

20 November

**COURSE FEE: £425**

*"Really pleased this  
course was what I  
needed" PP*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/business-skills/effective-written-communication>

T: 01608 644144 E: [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk) [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)



# FAST MOVING CONSUMER GOODS COURSES

The FMCG market is highly competitive and requires a professional approach to achieve successful outcomes.

The courses in the **Sales Courses** section (pages 13 to 19) are used by many of our FMCG clients to instil best practice sales skills.

However, we also offer a specialised National Account Management course run by tutors with both considerable experience and a track record of success in this sector. They are dedicated experts who, as you would expect, take pride in staying on top of changes in retailer strategies and market status.

This specialist course is an essential requirement for success in this field and is worth years of learning on the job. It represents a sensible investment in the development of your key sales people.

## Multiple Booking Discount

Where two or more delegates from the same company attend a given open course together, we offer the following multiple booking discount off the cost of each course place:

<b>2 delegates</b>	<b>5% Discount</b>
<b>3 delegates</b>	<b>10% Discount</b>
<b>4 delegates</b>	<b>15% Discount</b>
<b>5 delegates</b>	<b>20% Discount</b>

More than 5 delegates? Then an in-company course may be more cost effective for you.

Please call us for details: 01608 644144

## Page

### 24 **National Account Management**

*The definitive course for national account managers*



## NATIONAL ACCOUNT MANAGEMENT

*The definitive course for national account managers*

### A TWO DAY NON-RESIDENTIAL PROGRAMME

This programme is designed for National Account Managers and Key Account Managers. The course is also suitable for Regional Account Managers and National Account Executives being groomed for NAM status. Delegates will leave understanding the role and responsibilities of the National Account Manager. The course will provide a clear structure for business analysis and business planning and will help delegates develop their analytical, commercial and one-to-one presentation skills.

### Programme Contents

#### **The Role, Responsibilities and Accountabilities of a NAM**

#### **Critical Customer Information and Account Files**

#### **Buyer Needs, Demands and Strategy**

#### **Culture and Values**

- Becoming a Strategic Supplier

#### **Measuring Value and Trust**

#### **Financial Analysis of the Major Customer**

#### **Strategic Business Management**

#### **The Structured Business Interview**

- The Business Review

#### **Negotiations with National Accounts**

- Planning the Negotiation Strategy, Valuing Concessions
- Analysing the Cost vs. Benefits of Promotional Investment

#### **Individual Action Plans**

#### **2019 VENUE AND DATES**

**Spearhead Training Centre,  
Oxfordshire**

25 – 26 February

22 – 23 May

05 – 06 August

25 – 26 November

**COURSE FEE: £995**

*"All subject areas  
dealt with well –  
relevant and real" KD*



For further information and to book your place visit: <https://www.spearhead-training.co.uk/events/fmcg/national-account-management>

T: 01608 644144 E: [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk) [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk)

## VENUE DETAILS

The training venue makes an important contribution to your enjoyment and assimilation of course content.

Our regional training centre was opened in 2006 and has proved very popular with delegates. It has been specifically created to provide an atmosphere which is conducive to learning, ensuring every delegate feels relaxed and is able to give their very best.

Located in Oxfordshire it is easy to get to, whether by public transport or by car. There is ample free parking on site and a good choice of local accommodation should you wish to stay overnight.

All of our scheduled 'open' courses are held at our regional training centre and refreshments, a buffet style lunch and all equipment needed for the training are supplied.

Our regional training centre can also be used as a venue for your in-company training needs. We also have access to a wide selection of dedicated training and conference centres should you need our help in sourcing a suitable training facility elsewhere in the country.

The full address for our training centre is:

**Spearhead Training**  
**18/19b Cheriton House**  
**Cromwell Park**  
**Chipping Norton**  
**Oxfordshire**  
**OX7 5SR**



# RECENT CLIENTS

Some of our recent clients include:

8 Wealth Management Ltd	ABEC	AC Leigh	Acacia Training
Adamas Consulting Group	Advanced Access Ltd	Advanced Payment Solutions Ltd	Alumasc
Amway Europe Ltd	Arriva UK Trains Ltd	Aspin Group	Aston Chemicals Ltd
Baily Garner LLP	Barratt London	Basf Plc	Baxalta UK Ltd
B Braun Medical	Bioscientifica Ltd	Bite Consulting	Blink Medical Ltd
Bollin Group Ltd	Buttermilk	Camden & Islington NHS Foundation Trust	Canal Engineering Ltd
CATS College	Cello Electronics (UK) Ltd	Cemex UK	Certes Computing Ltd
Charles Darmanin & Co Ltd	Chartway Industrial Services	Check Safety First Ltd	Churchill Retirement Living
CJ Medical Ltd	Cleenol Group Ltd	Cliffe Packaging Ltd	Contechs Consulting Ltd
Contitech UK Ltd	Cool-Therm (Holdings) Ltd	Coregeo Ltd	Crestchic Loadbanks
Cyclone Mobility	Dar Lighting Ltd	Db Systems Ltd	Deltanet International
Ellis Wines	Emigra Europe Ltd	Ericsson AB (BAE)	Erigwit Services
Essex Safety Glass	Fermod Ltd	Flame Distribution	Forever Living Products
Fresh to Store	Furmanac Ltd	Furniture Resource Centre	G.B. Kent & Sons plc
Galina International Study Tours Ltd	Gallagher Group	Gap Group Ltd	Gea Process Engineering Ltd
Giles Travel	Glazpart	Gooding Aluminium Ltd	Graham & Brown
Grandeco	Grundfos (Denmark)	H & J Foods Ltd	Haddenham Healthcare Ltd
Handicare	HCA Ltd	Hills Group	Hills Waste Solutions
Hops Labour Solutions Ltd	Hunters Contracts Ltd	Hydratron	IIAA – International Institute for Anti-Ageing
IKO	Infotec Ltd	International Eyewear	IPCC
ISR – International School on the Rhine	JC Metalworks	John Guest	Jumbo Games Ltd
Karcher UK Ltd	Karro Food Group	Kidde Safety	KMC UK Ltd
KNAPP UK Ltd	Kudos Blends	Langley Alloys Ltd	Leonardo UK
Life Fitness (Netherlands)	London Borough of Islington	Malvern Cycles	Man and Machine Ltd
Manbat Ltd	Manitowoc Crane Group UK	Martin Baker	MBA Polymers UK Ltd
Mechadyne International Ltd	Mediplus Ltd	Meter Provida Ltd	MP Filtri UK Ltd
NAF	Napp Pharmaceuticals Ltd	National Maize Corporation	NBTY International Ltd
New Core	New Servol	Nice Pak International Ltd	Nissan Motor Manufacturing (UK) Ltd
Nolan Business Solutions Plc	NSF UK	NTA Monitor	OCME UK
Ontex Retail UK Ltd	Peaty Mills Plc	Pfm Medical UK Ltd	Phocas Software
PHVC Ltd	Pickerings Plant Ltd	Pittards Plc	Point to Point Ltd
Police and Crime Commissioner for Gloucestershire	PSS Hire	PSV Glass	Purdicom Ltd
Recaro	Record UK Ltd	Renolit Cramlington Ltd	Rhino Products Ltd
Ri Team	Roche Diagnostics Ltd	Rocksure Systems Ltd	Samuel Taylor Ltd
Sanipex Group	Schneider Electric	Silverfish UK Ltd	Silverwing (UK) Ltd
SP Services (UK) Ltd	Springpack	Sport England	Stepchange Debt Charity
Stephen Walters & Sons	TD Williamson	Team Frames	Thames Valley Controls Ltd
The Binding Site Group	The Carlyle Group	The Good Whey Company	The Phoenix Group
The Pony Club	The Royal Ballet School	The University Caterers Organisation	Thermaset
Thomas Bell	Treadstone Products	Tridonic UK Ltd	Trinity House
Ultra Electronics Ltd	Universal Transaction Processing Ltd	Valpak Ltd	Veker Extrusions and Gaskets
Verifone	View Sat	Visual Foods Ltd	Visual Impact UK Ltd
Winter & Company UK Ltd	Wise Investment	WMF UK Ltd	Woodmace Ltd
Yuasa Battery Sales	Zetar Compliance Group Plc		



# IN-COMPANY TRAINING

*Let us train your people and they will perform better.*



Training is all about improving performance and making the most of the people in your business. Failure to realise peoples' full potential is demoralising for your team and commercial suicide in today's competitive markets.

Our in-company training is a particularly cost effective way of achieving the results you want in the shortest possible time frame.

Any of the open courses in this brochure can be presented exclusively for your own people. We can work on your premises, at a venue of your choice, or at our own dedicated training centre.

In addition to our open courses, we also have a wide range of standard programmes that we run on an in-company basis, examples of these are given on page 31 – 32.

This training method is very popular and has the advantage that the cost is usually less per delegate than if everyone attended the equivalent open course.

## TAILORED TRAINING THAT MEETS ALL YOUR NEEDS

Our team of Course Directors and dedicated Tutor Team, together with our network of Associates, enables us to prepare and deliver a very wide range of tailored training programmes.

Tailored training 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.

Tailoring ensures that the material is completely relevant and makes the best use of training time.

We can tailor material in two ways:

**Level 1:** Standard materials can be edited and tailored for your company.

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

## HOW MUCH DOES IT COST?

The actual cost of in-company tailored training depends on the number of delegates, start and finish times, how much preparatory work is needed, equipment required etc.

Of course we 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.

We will confirm the price and schedule for each project after an initial discussion. No charges are ever made unless agreed with the client in advance.

We do not charge for initial discussions on likely training needs.

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

A more detailed look at our approach to working in partnership with you is described on the following page.



## WORKING IN PARTNERSHIP

The key to successful in-company tailored training is flexibility. We 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 go through the following stages, not all stages are appropriate to every project. Every client is in some way unique.

### **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 cannot 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.





## Examples of Courses Run on an Exclusively In-Company Basis

These courses are examples of the types of courses that can be run on an in-company basis. More examples can be found on our website. To discuss your in-company training requirements simply call us on +44 (0) 1608 644144

Management	Marketing	Sales & Sales Management	Business Skills
<ul style="list-style-type: none"> <li>• Appraisal Skills</li> <li>• Management Skills</li> <li>• How to Manage Difficult People</li> <li>• Call Centre Management</li> <li>• Introduction to Management</li> <li>• Management Development Programme</li> <li>• Managerial Negotiating Skills</li> <li>• Advanced Management Training</li> <li>• Managing the Sales Force</li> <li>• Managing the Sales Office</li> <li>• New Style Management</li> <li>• Supervisory Skills</li> <li>• Teambuilding &amp; Effective Leadership Skills</li> <li>• Time Management</li> <li>• Team Leader Training</li> <li>• Budgeting</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Relations Management</li> <li>• Developing Marketing Strategies</li> <li>• Introduction to Marketing</li> <li>• Marketing on the Internet</li> <li>• Preparing a Marketing Plan</li> <li>• Tele-Marketing</li> <li>• Working on an Exhibition Stand</li> <li>• Direct Mail</li> <li>• Forecasting</li> <li>• Niche Marketing</li> <li>• Preparing Marketing Plans</li> <li>• Pricing for Profitability</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Selling Skills</li> <li>• Basics of Selling</li> <li>• Developing Major Accounts</li> <li>• Key Account Management</li> <li>• Sales Negotiation Skills</li> <li>• Essential Sales Skills</li> <li>• Introduction to Selling</li> <li>• Selling by Telephone</li> <li>• Selling Capital Goods &amp; Services</li> <li>• Selling Information Technology Solutions</li> <li>• Selling Through Distributors</li> <li>• National Account Management</li> <li>• Selling Complex Solutions</li> <li>• Selling Services</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Presentation Skills</li> <li>• Assertiveness Workshop</li> <li>• Buying Skills</li> <li>• Coaching Skills</li> <li>• Financial Awareness</li> <li>• The Neuro-Linguistic Programme</li> <li>• Personal Efficiency Programme</li> <li>• Presentation Skills</li> <li>• Project Management – methods and techniques</li> <li>• Project Management – people management skills</li> <li>• Telephone skills Training</li> <li>• Training the Sales Trainer</li> <li>• Answering the Telephone</li> <li>• Business Proposal Writing</li> </ul>

## Management

- Delegation
- Decision Making
- Experienced Manager's Workshop
- Empowerment
- Interviewing Skills
- Communication Skills
- Leadership Training
- Management Strategy Workshop
- Managing Customer Care
- Executive Training
- Managing Meetings
- Chairing Meetings
- Negotiating Skills
- Project Management
- Strategic Leadership Skills
- Strategy Workshop
- Teamwork – Activity Based
- The Service Manager's Course
- Total Quality Management
- Managing Change
- Understanding & Using Management Accounts

## Marketing

- Sales Promotion
- Strategies & Planning
- Telephone Marketing Workshop

## Sales & Sales Management

- Managing the Sales Force
- Managing the Sales Office
- Sales Communication Skills
- Developing Selling Skills
- Finance for the Non-Financial
- Making Effective Sales Presentations
- Managing your Sales Territory
- Recruiting Salespeople
- Advanced Negotiating Skills
- Tele-Sales Workshop
- Selling from Exhibition Stands
- Selling to Industry
- Professional Sales Skills
- Account Management
- Category Management
- Time Management for Salespeople
- Territory & Customer Management
- Training Sales Staff

## Business Skills

- Business Writing Skills
- Customer Contact Skills
- Dealing with Complaints & Aggression
- Handling Complaints
- Making Customer Care Work
- Personal Success
- Positive Attitudes at Work
- Problem Solving
- Report Writing
- Stress Management
- The Personal Efficiency Programme
- Minute Taking
- Persuading and Influencing Skills



More examples of in-company courses can be found on our website.

# ONE-TO-ONE COACHING

Coaching on a one-to-one or small group basis is highly regarded for its exceptional effectiveness.

We offer three coaching services:

## 1. Coaching for Managers

Specialist management coaching, including Executive Level coaching, to develop individual expertise in areas of unfamiliarity or difficulty. This service can have a dramatic effect on the individual and on the performance of the whole organisation.

## 2. Coaching for Staff

Coaching at any level. Often used to help with planning and implementation. This type of coaching is particularly beneficial after a training programme.


## 3. Field Sales Coaching

Aimed specifically at Sales Personnel to develop sales skills to a high level of competence.

After each coaching session, we submit detailed observations & recommendations designed to help with long-term sustainable improvement.

## Costs

Fees are based on a one-day coaching session for one person at our training center in Chipping Norton (or one day in the field with your sales personnel). We can also arrange on-site coaching.

A background image showing two men in business attire sitting at a table, looking at a laptop screen. The man on the left is wearing a white shirt and a dark tie, while the man on the right is wearing a purple shirt and a yellow tie. They are both smiling and appear to be engaged in a discussion.

Managerial coaching (first line/middle managers)	from £950.00 +VAT
Executive Level coaching	from £1200.00 + VAT
Staff coaching	from £850.00 + VAT
Field Sales Coaching	from £950.00 + VAT

## How to Arrange your Coaching Session(s)

To discuss your coaching requirements in more detail please call David Stone on +44 (0) 1608 644144.

# ONLINE TRAINING

## ONLINE SOFT SKILLS TRAINING

Spearhead Direct is our online soft skills training service.

Each of our online courses has been designed to help improve business performance and are perfect for:

- Introducing new skills and knowledge
- Refreshing existing skills and knowledge
- As part of a blended training approach to support your internal training efforts



Designed in modular format, each course can be taken independently or combined to form a personalised training programme that can be taken at the delegate's own pace to fit with busy work schedules.

Each course varies in duration (further details can be found on our website or on request of our online training catalogue) and contains:

- The training session, which uses visual aids and supporting commentary with real life examples, where appropriate, to convey the key learning messages
- A series of test questions, with answers and explanation
- A printable certificate
- A downloadable key learning points document
- A downloadable post-training self-development exercise
- A glossary of terms
- Email support

Each course is designed to be easy and intuitive to use. The subject matter readily relates to real life challenges and provides numerous techniques to become even more effective.

### How to Purchase

There are three ways to purchase our online training modules.

1. Visit our website <https://www.spearhead-training.co.uk/on-line-training> and find the course you want to purchase. Our 'buy now' option will allow you to make the purchase straight away and gain immediate access to the online course.
2. Contact our office by telephone and ask to speak to one of our Customer Service Advisers.
3. Email us at [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk) with your requirements (we will send you an invoice and you will gain access to your course(s) once payment has been received).



## List of Current Online Soft Skills Training Modules

### Online Sales Training (Core Modules)

Course	Duration (approx.)	Cost (+vat)
Module 1: Steps of the Sale & Qualities for Success	40 mins	£20
Module 2: Motivations for Buying	40 mins	£20
Module 3: Planning & Preparation	40 mins	£20
Module 4: Initial Contact & Making Customer Appointments	40 mins	£20
Module 5: Customer Meetings	40 mins	£20
Module 6: Sale Questioning Skills	40 mins	£20
Module 7: Presenting the Sales Case	40 mins	£20
Module 8: Sales Communication Skills	40 mins	£20
Module 9: Objection Handling	40 mins	£20
Module 10: Closing	40 mins	£20
Full course consisting of all 10 modules	6.5 hours	£170

### Online Sales Training (additional Modules)

Course	Duration (approx.)	Cost (+vat)
Module 11: Planning to Achieve Sales Targets & Territory Management	40 mins	£20
Module 12: Managing Sales Time	40 mins	£20
Module 13: Managing the Long Sales Cycle & Selling to Multiple Decision Makers	40 mins	£20

### Online Management Training

Course	Duration (approx.)	Cost (+vat)
Module 1: Becoming a Manager	40 mins	£20
Module 2: Supervising People	40 mins	£20
Module 3: The Motivational Manager	40 mins	£20
Module 4: Managerial Communication Skills	40 mins	£20
Module 5: Effective Feedback	40 mins	£20
Module 6: Training and Developing Your People	40 mins	£20
Module 7: Managing Difficult People	40 mins	£20
Module 8: Better Delegation	40 mins	£20
Module 9: Effective Performance Reviews	40 mins	£20
Module 10: Making Time to Manage	40 mins	£20
Full course consisting of all 10 modules	6.5 hours	£170

## Online Project Management Training

Course	Duration (approx.)	Cost (+vat)
Module 1: Starting a Project	40 mins	£20
Module 2: Project Planning Methods	40 mins	£20
Module 3: Controlling the Project	40 mins	£20
Module 4: Managing the Project Team	40 mins	£20
Module 5: Communication Skills for Project Managers	40 mins	£20
Full course consisting of all 5 modules	3.25 hours	£85

## Online Supervisor Training

Course	Duration (approx.)	Cost (+vat)
Module 1: Becoming a Supervisor	40 mins	£20
Module 2: Supervising Skills	40 mins	£20
Module 3: The Motivational Supervisor	40 mins	£20
Module 4: Communication Skills for Supervisors	40 mins	£20
Module 5: Giving Feedback	40 mins	£20
Module 6: On-The-Job Training Skills for Supervisors	40 mins	£20
Module 7: Working With Difficult People	40 mins	£20
Module 8: Better Delegation	40 mins	£20
Module 9: Effective Performance Appraisals	40 mins	£20
Module 10: Time Management Skills for Supervisors	40 mins	£20
Full course consisting of all 10 modules	6.5 hours	£170

## Also Available:

Course	Duration (approx.)	Cost (+vat)
<b>Online Sales Leadership Training</b> A complete programme consisting of 5 modules.	1.5 hours	£40
<b>Online Handling Customer Complaints Training</b> A complete programme consisting of 4 modules.	1 hour	£25
<b>Online Customer Care Training for Staff</b> A complete programme consisting of 10 modules.	1.5 hours	£40
<b>Online Customer Care Training for Managers/Supervisors</b> A complete programme consisting of 13 modules.	2 hours	£50
<b>Online Support Staff Training</b> A complete programme consisting of 10 modules.	1 hour	£40
<b>Online Time Management Training</b> A complete programme consisting of 11 modules	1.5 hours	£40

<b>Online Self-Motivation for Salespeople Training</b> A complete programme consisting of 9 modules.	1.25 hours	£35
<b>Online Advanced Sales Communication Skills Training</b> A two-part course concentrating on the key consultative selling techniques: Part 1 – Questioning Skills (9 modules)	1.5 hours	£50
Part 2 – Listening Skills (7 modules)	1.25 hours	£50
Purchase Part 1 and Part 2 together	2.75 hours	£75
<b>Online Change Management Training</b> A complete programme consisting of 7 modules	1 hour	£25
<b>Online ‘Planning Sales Calls and Preparing for Successful Negotiations’ Training</b> A complete programme consisting of 12 modules.	1.75 hours	£45
<b>Online ‘Understanding Finance’ Training</b> A complete programme consisting of 7 modules.	1.5 hours	£40

For a more detailed outline of each of our online soft skills training courses please visit our website: <https://www.spearhead-training.co.uk/on-line-training> when you can also ‘buy now’ for immediate access.



## ONLINE BUSINESS PROTECTION AND HEALTH & SAFETY TRAINING

Online certified Business Protection and Health & Safety training provides the perfect solution that enables you to train your employees on subjects critical to protect your business and comply with current legislation in a cost efficient and user friendly way. Meticulously created by experts, and, where appropriate, reviewed by the relevant organisations such as RoSPA, CIEH and UKATA, the courses are easy to use, engaging and interactive.

Below is a list of the online Business Protection and Health and Safety Training courses we currently provide access to. For further details of each the courses and to place an order, please visit our website:

<https://www.spearhead-training.co.uk/online-business-protection-training>

<https://www.spearhead-training.co.uk/on-line-health-safety-training>

### Online Business Protection Training Courses:

Course	Duration	Cost (+vat)
Anti-Bribery and Corruption	30 mins	£20
Code of Conduct	30 mins	£16
Cyber Security	60 mins	£25
Disciplinary & Grievance Procedures	10 mins	£25
Equality & Diversity	60 mins	£22
Fraud Prevention	45 mins	£18
General Data Protection Regulation (GDPR)	50 mins	£25
Internet, Email & Social Media	20 mins	£20
Modern Slavery	30 mins	£18
Money Laundering	30 mins	£18
Security & Terror Alerts (RoSPA approved)	45 mins	£20
Whistleblowing Procedures	30 mins	£22



## Online Health & Safety Training Courses:

Course	Duration	Cost (+vat)
Alcohol & Drug Awareness	40 mins	£16
Asbestos Awareness	40 mins	£16
Asbestos Awareness (UKATA Category A) Certified	2 hours	£26
Control of Hazardous Substances - COSHH (RoSPA approved)	40 mins	£16
CPR Essentials (RoSPA approved)	30 mins	£15
Driver Awareness – DriveWize Ireland	40 mins	£18
Driver Awareness – DriveWize UK	40 mins	£18
Electrical Safety (RoSPA approved)	30 mins	£15
Environmental Awareness	40 mins	£15
ErgoWize Display Screen Equipment (DSE) (RoSPA approved)	40 mins	£18
ErgoWize Display Screen Equipment (DSE) with Risk Assessment (RoSPA approved)	40 mins	£22
Fire Safety (RoSPA approved)	40 mins	£18
Fire Warden Training (RoSPA approved)	40 mins	£20
Food Safety (CIEH Level 1)	50 mins	£16
Food Safety (CIEH Level 2)	90 mins	£26
Health & Safety – Induction (RoSPA approved)	45 mins	£12
Legionella (RoSPA approved)	40 mins	£20
Managing Health & Safety (RoSPA approved)	60 mins	£18
Manual Handling (RoSPA approved)	45 mins	£18
New & Expectant Mothers	35 mins	£18
Noise at Work (RoSPA approved)	45 mins	£18
Personal Protective Equipment (PPE)	50 mins	£18
Risk Assessment (RoSPA approved)	40 mins	£20
Slips, Trips & Falls (RoSPA approved)	30 mins	£16
Stress Awareness (RoSPA approved)	50 mins	£20
Working at Height (RoSPA approved)	45 mins	£16

# 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.

Spearhead Training can act as total administrators for the programme. Collecting fees and dealing with all administration, including providing the venue.

Joint Venture programmes are promoted using marketing methods appropriate to each particular programme.



## 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:

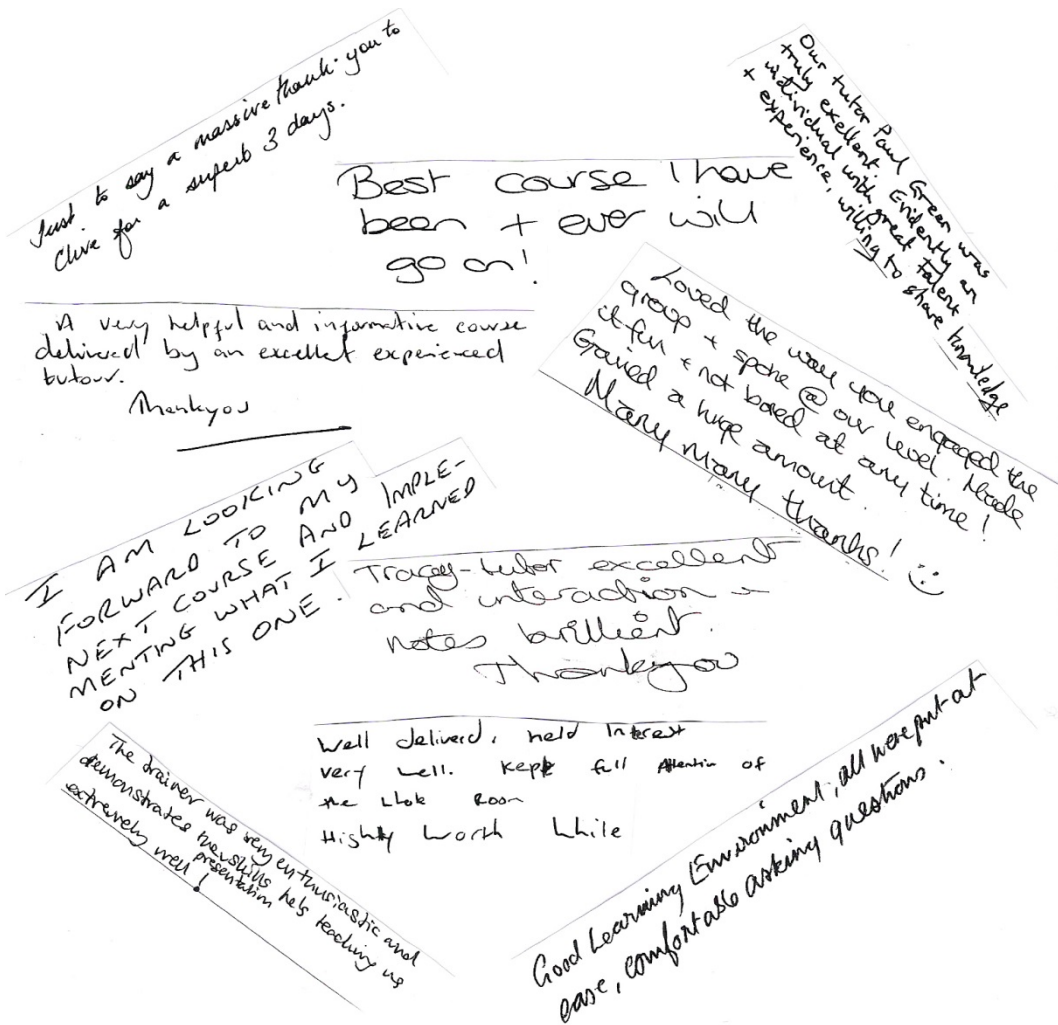
- |                                |   |
|--------------------------------|---|
| <b>Consultancy Service</b>     | Undertaking a wide range of training related projects, such as strategic business management audits, sales resource audits, sales force health checks, design and implementation of HR processes & procedures, construction of job descriptions, appraisal systems, mystery shopper and co-ordination and management of assessment centres. |
| <b>Performance Profiling</b>   | A wide range of psychometric tests can be provided and administered.  |
| <b>Spearhead Training Gulf</b> | A subsidiary of the UK company providing similar courses throughout the Middle East, India & South Africa.  |
| <b>Venue Finding Service</b>   | Sourcing and booking training venues for clients.   |



# OUR PHILOSOPHY

No matter how talented a person is, or how well the job is being done, there is always the opportunity to improve. Your people are important and deserve top quality, effective training. There is no substitute for participative learning in small groups taught by a master of the subject.

**That is what we promise to deliver.**





# BOOKING FORM AND INFORMATION

**BOOK NOW! Complete this form and send back to us via Fax, e-mail or post to reserve your course place**

## Course Timings

All courses start at 09:30 on the first day and finish at 16:30 on the last day.

## Open Courses

Our published fee includes all 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.

Programme fees include light refreshments and lunch.

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 email to the company making the booking.

## VAT

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

## Payment of Invoices

Payments are due 14 working 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 working 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 \_\_\_\_\_

2. Delegate's Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Course Title \_\_\_\_\_  
Course Dates \_\_\_\_\_

3. Delegate's Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Course Title \_\_\_\_\_  
Course Dates \_\_\_\_\_

(continue on photocopied form if necessary)

☐ BACs payment

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

☐ Credit/Debit Card  
(we will email you your invoice which will contain a secure payment link)

Signature \_\_\_\_\_

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Post Code \_\_\_\_\_

Telephone No. \_\_\_\_\_

E-mail \_\_\_\_\_

Please contact me regarding the following:

- ☐ In-Company training
- ☐ Consultancy
- ☐ Joint venture projects



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