

**2019**

# **In-company Training Brochure**

**training  
development**

**Training Exclusively  
For Your People**

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

Tel: 01608 644 144  
Fax: 01608 649 680

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

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

## Table of Contents

Developing Your People.....	2
The Benefits Of In-Company Training.....	3
In-Company Training: The 3 Different Types .....	4
Level 1: Ready To Run .....	4
Level 2: Customised / Tailored.....	4
Level 3: Bespoke .....	4
Ready To Run In-Company Training.....	5
Tailored And Bespoke In-Company Training.....	8
Tailored And Bespoke Training: Working In Partnership.....	10
In-Company Training: How Much Does It Cost? .....	12
Coaching.....	13
Other Services .....	14
Guaranteed Quality At Competitive Prices .....	15
Your Next Action .....	17

## 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 cannot 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" training.



There are specific advantages associated with "In Company" training 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, or 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.

## **IN-COMPANY TRAINING: THE 3 DIFFERENT TYPES**

### **LEVEL 1: READY TO RUN**

A ready to run course is one that has already been developed by us. We have a wide range of courses under the areas of Management, Sales and Marketing, Business Skills and FMCG.

### **LEVEL 2: CUSTOMISED / TAILORED**

We can create a course exclusively for you based on our vast library of training resources. Such tailored training allows you to change the emphasis given to particular sections of a ready to run course or to select material from various of our ready to run courses. You can also use our Mix and Match suggestions.

When working with you in this way your culture, business practices and the experiences of the delegates can be incorporated into every training session. This ensures the ideas presented are seen as totally relevant and so acted upon more quickly by the delegates.

### **LEVEL 3: BESPOKE**

Bespoke training involves us writing training material exclusively for you. Bespoke training is the natural choice where the training need is likely to be special.

Our in company bespoke training is a particularly cost effective way of achieving the results you want in the shortest possible time frame. Sometimes, in-company courses use a mixture of tailored and bespoke material to meet your training objectives.

More details of these different types of training can be found on the following pages.

## READY TO RUN IN-COMPANY TRAINING

This refers to some 'in-company only' courses as well as our Open or 'Public' courses where multiple employees may need training in the same area. 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 courses can be presented exclusively for your people and we can work with various group sizes (maximum size of 8 – 14 depending on the course).

These courses can be delivered either on your premises, at an external venue of your choice, or at our own dedicated training centre.

Listed below are our current 'ready to run' courses.

### 2019 Open Courses:

- | • <b>Management:</b>               | • <b>Sales &amp; FMCG</b>                 | • <b>Business Skills:</b>         |
|------------------------------------|---|-----------------------------------|
| ✓ Executive Leadership Programme   | ✓ Account Management                      | ✓ Assertiveness Skills            |
| ✓ Management Development Programme | ✓ Sales Skills                            | ✓ Effective Written Communication |
| ✓ Managing the Sales Force         | ✓ Advanced Sales Skills                   |                                   |
| ✓ Supervisory & Team Leader Skills | ✓ Sales Negotiation Skills                |                                   |
| ✓ Effective Management Skills      | ✓ Closing Skills                          |                                   |
| ✓ Managing Remote Teams            | ✓ National Account Management             |                                   |
|                                    | ✓ Top 10 Habits of Successful Salespeople |                                   |

For more information on our open courses please visit our website [www.spearhead-training.co.uk](http://www.spearhead-training.co.uk) or refer to our Full Training Services Brochure.

On the following pages you will find an extensive list of our pre-developed in-company courses which we can run for you as they are, or these can be tailored to meet your specific training requirements.

**Below is an example list of our in-company only courses:**

The following courses are examples of the types of courses we can run for you on an in-company basis. If you do not see something you want there, give us a call on 01608 644144 and we can develop a course for you.

<b>Management</b>	<b>Sales</b>	<b>Business</b>	<b>FMCG</b>
<ul style="list-style-type: none"> <li>• Advanced People Management</li> <li>• Appraisal Skills</li> <li>• Business Management</li> <li>• Conflict Management</li> <li>• Delegation Skills</li> <li>• Improving Cross Functional Teamwork</li> <li>• Introduction to Supervisory Skills</li> <li>• Leadership Training</li> <li>• Line Management Training</li> <li>• Management Basics</li> <li>• Managing Change</li> <li>• Managing Difficult People</li> <li>• Managing Empowerment</li> <li>• Managing Sales People</li> <li>• Middle Management Training</li> <li>• People Management</li> <li>• Senior Management Training</li> <li>• Supervisor Training</li> <li>• Team Leader</li> </ul>	<ul style="list-style-type: none"> <li>• Agricultural Sales Training</li> <li>• Closing Sales</li> <li>• Communication Training for Salespeople</li> <li>• Construction Sales Training</li> <li>• Consultative Selling</li> <li>• Delivering Effective Sales Presentations</li> <li>• Developing a Sales Plan</li> <li>• Incoming Calls Sales Training</li> <li>• Industrial Sales Training</li> <li>• Introduction Sales Training</li> <li>• IT Sales Training</li> <li>• Making Appointments</li> <li>• Making Appointments – Advanced Level</li> <li>• Managing Distributors</li> <li>• Manufacturing Sales Training</li> <li>• Marketing for Salespeople</li> <li>• Marketing Fundamentals</li> <li>• Medical Devices Sales Training</li> <li>• Medical Sales Training</li> <li>• Pharmaceutical</li> </ul>	<ul style="list-style-type: none"> <li>• Answering the Telephone</li> <li>• Basics of Finance</li> <li>• Being A Great Team Player</li> <li>• Better Budgeting</li> <li>• Buying Skills</li> <li>• Call Centre Training</li> <li>• Chairing Meetings</li> <li>• Coaching Skills Communication Skills</li> <li>• Complaint Handling</li> <li>• Customer Care Training</li> <li>• Customer Service Skills</li> <li>• Effective Meetings</li> <li>• Fundamentals of Business</li> <li>• Negotiation Training for Buyers</li> <li>• Neuro Linguistic Programming Training</li> <li>• Personal Efficiency Training</li> <li>• Planning Skills Workshop</li> <li>• Problem Solving Skills</li> <li>• Projects: Process &amp; People</li> </ul>	<ul style="list-style-type: none"> <li>• Business Account Executive</li> <li>• Business Account Management</li> <li>• Category Management</li> <li>• Commercial Management</li> <li>• Negotiating with Retailers</li> <li>• Sales Management</li> <li>• Selling to Retailers</li> <li>• Structured Sales Skills</li> </ul>

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>• Training</li> <li>• Team-building Training</li> </ul> | <ul style="list-style-type: none"> <li>• Sales</li> <li>• Proposal Writing</li> <li>• Sales Support</li> <li>• Selling A Service</li> <li>• Selling From Exhibition Stands</li> <li>• Selling Through Distributors</li> <li>• Software Sales Training</li> <li>• Specification Sales</li> <li>• Telecommunication Sales Training</li> <li>• Telephone Account Management</li> <li>• Telesales</li> <li>• Territory Management</li> <li>• Time Management for Salespeople</li> <li>• Understanding Customer Types</li> <li>• Winning Price Increases</li> </ul> | <ul style="list-style-type: none"> <li>• Public Exhibitions</li> <li>• Purchasing Skills</li> <li>• Recruitment Training</li> <li>• Report Writing</li> <li>• Stress Management</li> <li>• Training Skills</li> </ul> |
|--|--|---|



## **TAILORED AND BESPOKE IN-COMPANY 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:

### **CUSTOMISED / TAILORED:**

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.

### **BESPOKE:**

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

### **WHAT IS INCLUDED?**

We include as “standard” the following in all of our tailored and bespoke in-company training courses:

#### **Before the Training:**

- 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.
- Production of course content – research and design of exercises, case studies, roleplays and hand-outs to support skill development during training and ensure interactivity.
- Preparation packs –designed, where appropriate, 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.
- 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.
- Line Managers Support Guide – Specialist advice and guidance written by Spearhead Training for delegates’ line managers, helping them support the training effort.

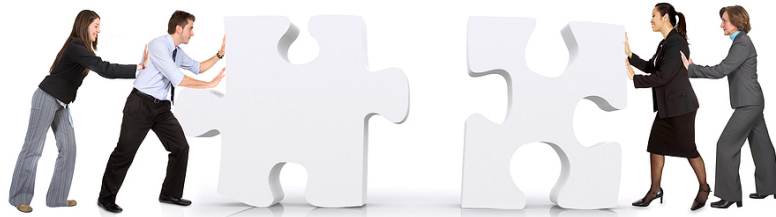
- Venue Advice – If needed, a venue sourcing/advice service to ensure the venue provides the right environment for intensive learning.
- Production of course materials – Preparation of all course materials, (optional) branding with your company logo, delivery to your venue.

#### **During the Training:**

- A Spearhead Tutor – one of our own expert tutors, allocated to you for the duration of the programme.
- Pre-printed name Cards.
- Writing Materials.
- Course Folders.
- Exercises and handouts.
- Supply of specialist equipment needed for the course(s) where required.

#### **After the Training:**

- Full access to the relevant Course Support Materials – A downloadable post-course pack of reference materials and exercises designed for delegates' on-going development.
- A signed E-Certificate for each delegate.
- Access to tutor support – A dedicated service from our tutors where delegates can contact them for additional individual support.
- Course Assessment – Delegate feedback on the effectiveness of training.
- Tutor report – Tutor feedback on the training, including recommendations.

**TAILORED AND BESPOKE 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 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. Once you have accepted a proposal from us, we will begin the preparatory work for the training.

**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 TRAINING: HOW MUCH DOES IT COST?**

For in-company work there is no 'one price fits all'. The actual cost of in-company training depends on a number of different factors. These include the duration of the training, the number of delegates, start and finish times, how much preparatory work is needed, tailoring required, 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 do not charge for initial discussions on likely training needs.

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

Once we have put forward our proposal and it has been accepted by you, 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 previous pages (10-11).

## 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.

Coaching sessions can either be a 'one off' or can come as a series of sessions, depending on the individual(s). After the first session or an initial discussion, we can advise on how many coaching sessions we think may be needed.

After each coaching session, on confidential agreement from the individual(s) we can submit detailed observations & recommendations designed to help with long-term sustainable improvement.

#### Costs of Coaching:

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

Executive Level coaching	from £1200.00 + VAT
Managerial coaching (first line/middle managers)	from £950.00 +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 us on +44 (0) 1608 644144 or email us at [info@spearhead-training.co.uk](mailto:info@spearhead-training.co.uk)

## 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. Spearhead Training Gulf**

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

### **4. Venue Finding Service**

Sourcing and booking of training venues for clients.

### **5. On-line learning**

A range of on-line courses that can be used as part of a blended approach to training & development.

### **6. 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 Course Administrators

The second quality area is our course administrators where again we recruit well and develop further. It is their job to liaise with clients and help support both our clients and the tutors in the course development. Many clients comment favourably on the helpful attitude and competence of our course administrators.

#### 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 centre is fully equipped to the highest standards.

Support is provided to all delegates via our electronic course support materials and our dedicated tutor support. This allows them access reference materials and to speak to their tutor so that they can discuss any 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 centre situated in Oxfordshire. Our training centre is equipped to the highest standard to ensure a pleasant and practical working environment.



We can also help source an external venue as part of our service. For companies where delegates may be coming from different divisions and regions, we can help source residential conference centres in a suitable location for all.

### **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 requirements, please call or e-mail us:

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)

