



IN-HOUSE TRAINING COURSES

BROCHURE

Sales Training International Ltd



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Welcome to Sales Training International's In-House Courses Brochure



At Sales Training International we offer specialised, professional solutions for your company, incorporating all aspects of training and development tailored to your unique needs. We provide a wide range of training programs and consultancy methods aimed at training and developing your team to achieve their goals and potential, at the same time maximising your business profit and developing long-term client relationships.

You can choose from a list of over 100 subjects, we will tailor a course to meet your specific needs. Courses can be any duration and held either at your company premises or an alternative location of your choice. All in-house courses are company specific, incorporating your mission, vision, values, products and processes. They also include a free one-month email support package for participants to ask further questions and obtain further information post course.

Our team of highly skilled and experienced training consultants work with many successful blue chip companies internationally. They have proven experience in a wide variety of sales, management and HR roles.

At Sales Training International, we pride ourselves on being able to create a training solution in partnership with you, allowing us to choose the correct development program and methodology that is totally company focused to suit your specific needs. All our training is highly interactive and FUN, using brain friendly learning techniques.

Our Vision

First choice training provider for our business partners and clients worldwide

To achieve this we will:

- Provide world class consultants who are committed to making a difference in the development of both the individuals and organisations we touch
- Be market leaders in the design and delivery of bespoke HR and training solutions
- Ensure our people and products deliver visible results and return on investment

Please call us at + 44 (0)845 8901701 or visit us online at www.salestrainingintl.com / www.salestrainingmanuals.com for further information

Sales Training International In-House Courses

At Sales Training International we offer unique training solutions for your business needs. Therefore, we have listed the subjects we can cover, to help you put together a training course that will meet your specific requirements. For your convenience, we have categorised each subject under the following headings:

- **Leadership and Management**
- **Sales**
- **Secretarial and Administration**
- **Telephone Skills/Call Centre**
- **Customer Service**
- **Human Resources**
- **Training & Presentations Skills**
- **Teamwork**
- **Performance Management**
- **Cross-Cultural Skills**
- **Business Skills**
- **Hospitality**
- **Legal**
- **Health and Safety**
- **Marketing**
- **Finance**

Over the next pages you will find training subjects that can be grouped together or chosen individually to form a complete course. You can select subjects from any section, to build your ideal training course. The subjects vary in length from 3 hours to 3 days.

Example: 2 DAY COURSE

½ Day Time Management, ½ Day NLP, ½ Day Delegation and ½ Day Negotiation,

Or

2 Day Course - All Negotiation Skills

Once you have decided upon your areas of need and selected the appropriate subjects, we will construct a company specific course that will satisfy your needs. We will provide you with a detailed Course Outline, which will contain the Course Aims and Objectives, together with detailed Course Content.

Training Subjects

Leadership and Management

- Assertiveness
- Business Analysis
- Business Awareness
- Business Excellence
- Business Strategy
- Change Management
- Coaching
- Conflict Management
- Delegation
- Developing and Communicating Your Vision, Mission and Strategy
- Developing a Corporate Culture
- Diversity in the Workplace
- Emotional Intelligence
- Finance for Non-Financial Managers
- FISH – World-famous techniques for management, and coaching
- Interpersonal Skills
- Managing Across Cultures
- Meetings
- Memory Improvement
- Mentoring Skills
- Motivation
- Negotiation Skills
- Networking for Business Success
- NLP in Leadership
- Positive Thinking
- Presentation Skills
- Problem Solving and Decision-Making
- Process Management
- Project Management
- Quantitative Methods for Effective Decisions – using figures/information to make decisions/problem solving/marketing/sales etc
- SDI – Strengths Deployment Inventory – a profiling tool to assess your leadership style and that of your team and how your style can impact on your team

- Six Sigma – Quality and Improvement
- Speed Reading
- Strategic Thinking
- Stress Management
- Supervisory Skills
- Time Management
- The New Manager/Leader
- The Middle Manager/Leader
- The Professional Manager (Lawyers, Accountants etc)
- The Senior/Advanced Manager/Leader
- The Technical Manager (Engineers, IT specialists etc)
- The Cost of Quality
- Total Quality Management
- Women in Business

Sales

- Advanced Selling Skills
- An Introduction to Selling Skills
- Branding For Sales and Customer Service
- FISH – Increasing Sales Performance
- Key Account Management
- Negotiation Skills
- NLP in Selling
- Presentation Skills
- Quantitative Methods for Selling
- Retail Selling
- Sales Team Management Training
- Selling / Consultancy in a Cross Cultural Environment
- Telephone Selling Skills (Inbound and Outbound)
- Territory/Regional Sales Management
- Visual Merchandising

Customer Service

- Beyond Customer Service
- Communication Skills
- Cross Cultural Communication Skills
- Customer Relationship Management
- Customer Service for non-frontline staff
- Customer Service – Delivering Excellence
- Customer Service – Strategy, Implementation and Improvement
- FISH – world-famous customer service techniques
- Internal Customer Services

Marketing

- An Introduction to Marketing
- The Psychology Behind Marketing
- Market Intelligence
- Market Segmentation and Customer Relationship Management
- Strategic Marketing Planning

- Delivering Marketing Communications
- Category Management
- Getting the Best from Agencies
- Product Marketing and Innovative NPD
- Return on Investment
- Public and Media Relations
- Marketing Case Studies
- Aligning e-Marketing and Traditional Media
- E-Marketing and Websites
- Event Management
- Aligning Marketing and Sales
- Market Research Questionnaires
- Clientside Development Programme for Agencies
- Introduction to Public Sector Marketing
- Marketing for Lead Generation

Human Resources

- 21st Century Training Skills
- An Introduction to Human Resources
- Competencies
- Diversity in the Workplace
- Employment Law
- Job Evaluation
- HR Balanced Scorecard
- HR Management
- HR Strategy
- Organisation and Manpower Planning
- Performance Management
- Psychometric Testing and Assessments
- Recruitment, Interviewing and Selection
- Succession Planning
- Train the Trainer
- Training Co-ordinator
- Training Cycle and Evaluation
- Training Needs Analysis

Training & Presentations

- Accelerated Learning
- Facilitation Skills
- Instructional Techniques
- Powerful Presentations
- Presentations and Question Answering For Engineers
- Presentations and Question Answering For the Pharmaceutical Sector
- Presentations and Question Answering for the Technical Specialist
- Public Speaking
- The Exceptional Trainer Masterclass
- Training Needs Analysis
- Training Cycle and Evaluation
- Training For the Technical Specialist
- Train the Trainer

Business Skills

- Balanced Scorecard
- Business Awareness
- Business Excellence
- Business Planning
- Business Writing
- Career Development

- Decision Making
- Finance for Non-Financial Managers
- Internal Consultancy
- Mini MBA
- Memory Improvement
- NLP For Business Excellence
- Problem Solving
- Professional Consultancy
- Project Management
- Quantitative Methods For Business Excellence
- Speed-Reading
- Women in Business

Hospitality

- Communication in a Multi Cultural Environment
- Customer Care in the Hospitality Industry
- Difficult / Angry / Complaining Customers
- Events Management
- FISH – World class hospitality and service
- Hospitality Management
- Leisure Services Management
- My Customer is my Guest
- Service Survival
- Strategic Customer Services – Implementing a Customer First Philosophy
- Selling in Hospitality

Secretarial and Administration

- Advanced Office Manager
- Document Management
- Supervisor's Skills New / Advanced
- The Effective Administrator
- The Office Professional
- The Senior Secretary

Call Centre

- Call Centre Help Desk
- Call Centre Team Leader Training
- Call Monitoring
- Customer Service in a Call Centre
- Inbound/Outbound Selling
- Managing a Call Centre
- Smart Skills for Help Desk Professionals
- Telephone Skills

Cross Cultural

- Communicating Across Cultures
- Customer Service across Cultures
- Dealing With The (single cultural programme focussing on one culture at a time i.e. dealing with the French, Spanish, Germans, etc.)
- Kiss, Bow Or Shake Hands
- Leading an International Organisation
- Managing a Multicultural Team
- Negotiating Across Cultures
- Selling / Consultancy Skills in a Multicultural Environment

Teamwork

- High Performance Teams
- Interpersonal Strategies – Behavioural /Personality Styles
- Leading a High Performance Team
- Motivating Teams
- Multi Cultural Teams
- SDI Teams
- Team Development

Performance Management

- Appraisals
- Coaching to Improve Performance
- Competency Based Performance Management
- Giving Feedback
- Monitoring Performance
- Motivation and Compensation
- Self-Development Planning
- The PM Cycle

Legal

- Acquisitions Contracts – Basic Legal Principles
- Contract Management
- Claims Management

Basic Legal Principles for HR and Managers

- Employment Law for Managers
- Mediation for Managers
- The Manager and the Law
- Understanding and implementing diversity policies in the workplace
- Understanding and writing contracts of employment
- Understanding the legal implications of discipline and grievance handling

Courses for Legal and Professional Services Firms

- Gaining Customers and Delivering Added Value
- Customer Service for Lawyers
- Leadership for Professional Services Organisations
- Management for the Professions
- Presentation Skills for Lawyers
- Presentation Skills for the Professions
- Working Across Cultures for Lawyers
- Working Across Cultures for Professional Services Firms

Health and Safety

- Manual Handling
- Working at height
- Abrasive Wheels
- Fire Safety Awareness
- Fire Warden
- Fire Extinguisher Maintenance Technician
- Confined Spaces
- Selection and Use of Fire extinguishers
- Accident Investigation
- Working Safely
- Managing safely
- First Aid Appointed Person
- First Aid at Work

Finance

Commodities

- Commodity Basics
- Physical and Paper Markets
- Commodity Sector Specific
 - Precious metals
 - Gold
 - Silver
 - Platinum
 - Palladium
 - Base metals
 - Copper
 - Aluminum
 - Nickel
 - Lead
 - Zinc
 - Tin
 - Energy
 - Crude oil and distillates
 - Gas
 - Coal
 - Electricity
 - Carbon/emissions
 - Biofuels
 - Agricultural commodities
 - Corn
 - Wheat
 - Soybeans
 - Crude palm oil (CPO)
 - Sugar
 - Coffee
 - Cotton
 - Cocoa
 - Meat and livestock
 - Freight
 - Plastics
 - Steel
 - Iron ore
- Paper Markets
- Commodity Price Risk Management
- Commodity Trading
- Commodity Financing
- Understanding Commodity Companies
- Commodity Operations
- Key Market Participants
- Commodity Markets and Trading

Derivatives and Trading

- Yield Curves
- Swaps
- Interest Rate Futures
- FX Swaps, Options
- Volatility
- ALM (Asset Liability Management)
- Pricing and Trading Options

Project Finance

- Oil & Gas Project Finance
- Project Finance Documentation

Financial Modeling & Planning

- Financial Modeling
- Financial Modeling in Excel
- Mergers & Acquisitions Modeling
- Valuation Modeling
- Forecasting and Statistical Modeling
- Business Planning

Accounting and Finance

- Accounting for Non Accountants
- Analysis of Accounts and Business Ratios
- Budgeting and Forecasting
- Budget Preparation, Forecasting and Cost Control Techniques
- Business Structures
- Business Performance
- Business Performance Ratio
- Cash Flow Management
- Cash flow Analysis and Forecasting
- Capital Investment Appraisals
- Costing and Breakeven
- Finance for Non-Financial Managers
- Finance in an International Market
- Financial Analysis & The Stock Market
- Forensic Accounting and Auditing
- Raising Finance

- Stock Market and Raising Capital
- Treasury Management: Tools and techniques
- IFRS, US and UK GAAP
- Audit and assurance
- Cost Management
- Resource Accounting and Budgeting
- Financial Management
- Financial systems implementation
- Tax compliance
- Accounting – ACCA and AAT courses

Strategy and Risk

- Due diligence process
- Buying and selling businesses
- Bank credit analysis
- Risk Management
- Credit Risk
- Options Risk
- Market Risk
- Bonds (including risk)
- Sarbanes-Oxley
- Corporate Valuations
- Credit Control & Debt Management
- Credit Analysis
- Strategic Financial Management
- Corporate credit analysis

Investment Management Products

- Fund Management
- Hedge Funds
- Investment management

Our In House Process

Sales Training International undertake the following process, to help assess your training needs and deliver your specific training requirements to the highest standards.

Follow Up Call: Once we have received your initial phone call or email, one of our directors will contact you to discuss your requirements in order to fully establish your training needs.

"Get to Know You" Meeting: For in-house training courses, one of our directors will arrange to meet you at a convenient location (If appropriate). This will enable them to find out more about your company and its training requirements. Once your specific needs are established we will then be able to allocate the appropriate training consultant.

Training Needs Analysis: We may need to spend time with your company to familiarise ourselves with your products and processes to enable us to write a company specific training course. However, if you feel further in-depth investigation is required, our consultant can conduct a full training needs analysis and subsequently produce a report which will detail findings, conclusions and recommendations on how to improve the efficiency and profitability of your company.

Pre-Course Approval: Once the recommendations have been accepted and the training solutions designed, these can be presented to you for final approval before the training is delivered.

Training Course: This will be a tailored course based on your specific needs.

Feedback: To help you with your evaluation process we will provide you with course feedback. If requested, we can also provide feedback on individuals which can be used for their ongoing development.

Coaching: As well as training, all our consultants are qualified coaches and can provide an in-depth coaching service. This will involve observation of your staff in the workplace with comprehensive feedback and coaching. This will enable potential performance issues to be identified and solutions established, thereby enhancing and improving existing performance, leading to increased productivity and profitability.

Email Support: All of our in-house courses include a free, one-month email support system, whereby all participants can contact the training consultant that conducted the course, where available, or an alternative experienced consultant, to answer any questions or provide further information.





Client List

Our trainers have worked with a variety of clients worldwide, covering a wide range of industries. These include:

- Abu Dhabi Gas
- ADNOC
- AFA Press
- Allied Irish Bank
- Allied Worldwide
- Alton Towers
- Altrix Healthcare
- Avis
- AXA Insurance
- Bank of America
- Bank of Scotland
- Barclaycard
- Barclays Bank plc
- Binzagr
- BMW
- Brent Council
- Bradford and Bingley BS
- Britannic Assurance
- Brit Insurance Group
- BT Consulting
- BT Online Booking
- CIBA
- Clifford Thames
- Coram Showers
- Crabtree of Gateshead
- Dabs.com
- Denis Brinicombe Group
- Dept of Health
- DHL Tradeteam
- Disney Corporation
- Dixons Store Group Intl.
- EDF Energy
- Everton Football Club
- Etisalat
- Forbo-Nairn Ltd
- Fortis Plc
- Golden Pages
- Green Flag
- Group 4
- IBM
- Illumine Training
- Impact Media
- Indigo Vision
- Infomagic
- In Practice Systems
- Institute of Banking (KSA)
- IQentis Ltd
- JDM Diamond Masters
- Kodak Dental Systems
- Legal Advice Bureau
- Levi Strauss & Co
- Marks & Spencer Financial Services
- Masterlease
- MoCo Ltd
- Music Box Leisure
- NCC Group
- NOA Services
- North West Development Agency
- NXO
- One-Tel
- Orange Telecommunications
- Paladone UK
- Pirelli
- Post Office Ltd
- Precision Polymer Engineering
- Provimi
- Qatargas
- QTEL
- Qatar Petroleum
- Reckitt-Benckiser
- Red Letter Days
- Reed Employment
- Reflexite
- Renaissance Capital
- R.I.B.A.
- SABIC
- Safilo
- Saudi Aramco
- SCA Hygiene
- Scottish Widows
- Sembcorp Utilities
- Singlepoint
- Skin Health Spa
- Solar Solve Marine
- Stockport MBC
- Stonemartin
- Study Group
- Swinton Insurance
- Technophobia
- Thomas Cook
- TJ Hughes
- Urveda
- Vodafone
- Wimpey

Sales Training International In-House Training Terms and Conditions

In order to ensure the best possible level of service to our clients we operate under the following terms and conditions, which will be formally laid out in our final contract and agreed with you.

Consultancy Fees Will Be Charged At The Following Rates:

Training/facilitation/coaching	£1400 per Day **
Preparation/familiarisation	£800 per Day

- Fees will include all materials required for delivering the course unless otherwise specified.
- All consultants' travel expenses will be charged to the account, together with accommodation charges where appropriate
- VAT at the prevailing rate will be applied to all contracts.
- All invoices must be settled within 30 days to avoid interest charges.
- The following cancellation rates will apply where notice is given:
 - Within 2 weeks- 100% of fee
 - Within 3 weeks- 50% of fee
 - Within 4 weeks- 25% of fee
 - More than 4 weeks- No fee
- All bookings will be confirmed in writing prior to being finalized with an agreed contract.
- Sales Training International Ltd reserves the right to amend their fees at any time (prior to agreeing a contract).

**** This fee will vary for specialist courses such as some of the financial / legal courses****



What's Next?

To arrange a meeting with one of our directors or just to discuss your training needs over the phone:

Telephone: +44 (0)845 8901701

Fax: +44 (0)845 8901702

Email: info@salestrainingintl.com

You can visit us online at www.salestrainingintl.com;
www.salestrainingmanuals.com; www.financialtrainingintl.com; or
www.managementtrainingintl.com or you can write to us at:

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