

MTD Sales Training

Where the best come to get even better



Essential Management Skills Workshop



MTD Sales Training
www.mtdsalestraining.com
Telephone: 0800 849 6732





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About Us



MTD, the sales training specialists, has been working with a wide variety of clients (both large and small) in the UK and internationally for several years.

We specialise in providing:

- In-house, Tailor Made Sales Training Courses (1-5 days duration)
- Open Courses (Delivered throughout the UK at various locations)
- Sales Management Programmes (From 5 days to 2 years)
- Sales Development Programmes (From 5 days to 2 years)
- Sales Coaching (With sales people, sales managers and sales directors)
- B2B, B2C, Field Sales, Telephone Sales and Retail

We provide a wide range of sales training courses and programmes that will enable your new and experienced sales staff to maximise their potential by gaining or refining their selling, closing, self-motivation, communication and objection handling skills.

Our team of highly skilled and experienced trainers and consultants have all had distinguished careers in senior management roles and bring with them a wealth of practical experience to each course. At MTD we will design and deliver a sales solution that suits your specific needs addressing the issues and requirements from your training brief that best fits with your product or service, culture, buying market, learning style and ways of working. Our programmes are delivered when and where you need them!

We believe that training should be fun, highly interactive and provide "real world" practical techniques and methods that you can use with your clients and prospects – and that's exactly what we provide.



Head Office:

Business Innovation Centre, Binley Business Park, Harry Weston Road, Coventry, CV3 2TX

Local Offices in Leeds, Manchester, Bristol, Woking, Birmingham and Northampton.



MTD Have Worked With...

Credibility and trust are two important factors when selecting an external sales training partner as you will want to know that you are in safe hands. From multi-nationals through to the small business, no matter what your industry, size or complexity is, we have **delivered training for over 600 enterprises** that include:

- 118 118 Directory Enquiries
- AAH Pharmaceuticals
- ABN Amro Bank
- ACS International Schools
- Advanced Access Ltd
- Advantech AMT Ltd
- Aggreko UK Ltd
- Ablemarle Of London
- Allianz Cornhill
- Allport Ltd
- Amara Spa Ltd
- Apex Hotels Ltd
- Arab Bank plc
- Argos Business Solutions
- AR Group
- ASG Essex Ltd
- Aspire Business Solutions
- Avon & Somerset Police
- Balfour
- Bank Of Scotland Merchant Services
- Barclays plc
- Benfield Group Ltd
- Bennett & Co
- Berg Toys
- Blue Banana
- BMW
- Birds Eye Walls
- Bradford and Bingley
- Brinks Security
- British Board Of Film Classification
- British Gas
- British Telecom
- Business Link South Yorkshire
- Cambridge City Council
- Camrex Chugoku Ltd
- Capital One Bank
- Capita TVL
- CGL Rail
- Charterhouse Group International
- Circus Star
- CISCO Systems
- Claire's Accessories
- Close Invoice Finance
- Coca Cola
- Comet
- Comtel Communications AS
- Creativevents
- Cybex International
- Dade Behring Ltd
- DAL Group
- Danone Foods
- Datacraft Design Ltd
- Dechra Pharmaceuticals
- Demco Communications Ltd
- Department of Work and Pensions
- Derbyshire Police
- DidBOX Ltd
- Dimar Ltd
- District Council – Malvern Hills
- District Council – Epping Forest
- Dolphin Dynamics Ltd
- Domestic & General
- Dynalite Europe Ltd
- EARS Plc
- Emmetts
- EMS Ltd
- Equalities Associates Ltd
- F Hoffmann La Roche
- Faber Maunsell
- Faccenda
- Fastlink
- FHP Ltd
- First Group
- First Software Solutions Ltd
- Ford Motor Company
- Formjet PLC
- Fusion Workshop Ltd
- Friends Provident International
- Friends Reunited
- Gap HR Services
- Garage Conversion Company
- G Costa
- Geest
- Geller Business Machines
- Genesys
- Gilbert and Mellish
- Godiva Bearings
- Gold Hill Housing Association
- Guardian Homecare Services (Leeds) Ltd
- Halfords
- Heath Lambert Insurance
- Hereward Financial Services Ltd
- Hilti (GB) Ltd
- Honda UK
- HoundDog Technology Ltd
- Hygrade
- Ideal Standard Ltd
- IDEX Corporation
- Interhealth Care Services
- Interfleet Technology Ltd
- Intervet UK Ltd
- ISG Interior Exterior
- ISP Corporation
- Ironport
- ITW Alpine
- Jag Communications
- Jaguar UK
- John Lewis Group
- Johnson and Johnson
- JP Morgan Chase
- Kawasaki Motors UK
- KEM Edwards Ltd
- Kirkham Young Ltd
- Kodak Ltd
- Kyowa Hakko
- Leisureforce
- Levitronix LLC
- Lookers PLC
- Lloyds TSB
- Lorient plc
- Mainline Communications
- Malcolm Harvey Limited
- Maritz
- Marks & Spencer
- Medical Access Ltd
- MM UK Ltd
- MOD – Joint Services And Command College
- Monarch Airlines
- Moy Park
- National Probation Service
- NEC Europe
- Nestle
- NHS Counter Fraud & Security Management Service
- NTP Meridian
- NTP Transmit
- One Stop Data Ltd
- Opportunity Housing Trust
- Panasonic
- PD Hook
- Peugeot
- Pfizer
- PFP Group
- Rhino Asphalt Solutions Ltd
- RMS Ltd
- Royal College of GP's
- Phillips plc
- Pilkingtons
- Porcelanosa
- Portman Building Society
- Quintessentially
- Remtec Search & Selection Ltd
- Renault Motor Company
- Rock Insurance
- Roland
- Scooter World Ltd
- Serono (Switzerland)
- Signet Armorlite
- Solardome Industries Ltd
- Starbucks
- Stellant Ltd
- Symingtons Ltd
- Symrise
- Telesoft Technologies
- Tempus Software Ltd
- Terex Halco
- The Coach Holiday
- The Holiday Place
- ThyssenKrupp Services
- Tiles & Baths Direct Ltd
- Toys R Us
- Trainline
- Transport Innovation
- Traplet Publications Ltd
- Tribal Group
- Tropicana
- Twinings Tea
- Unilever
- VCM Events
- Venture Finance PLC
- Waitrose
- Xilinx
- York St. John's College
- Zen Internet



21st Century Management & Leadership

To be a successful manager and leader in the 21st Century requires a different set of skills than in previous times.

Never before have the demands been greater.

Being good at "The process" is not good enough! Today, the modern manager needs to be creative, inspiring, motivating and have great interpersonal and people skills.

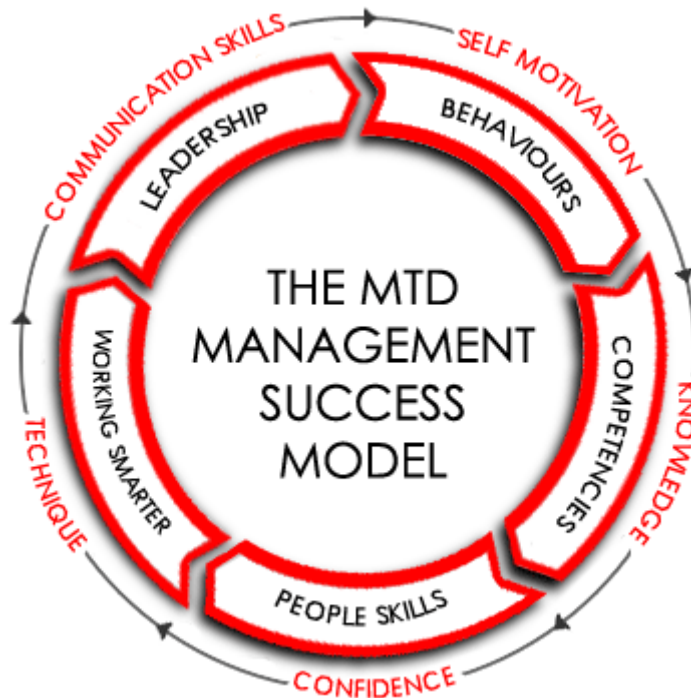
MTD have experience in working with companies to provide just that; we specialise in helping the manager to acquire the skills, behaviours and competencies to be able to drive performance through their teams in a motivating and empowering way.

Our experience has confirmed that, as management techniques have advanced rapidly, training and development of staff has had to change radically to match these advancements.

MTD have developed a unique offering in the market place – the ability to support the manager in the short, medium and long-term development of their own skills and attitudes by a mixture of workshop environments and continuous support by email.

Our proposal is based on the assumption that human beings learn best by doing, rather than just seeing and hearing.

From attending this programme and experiencing our new, fresh and innovative approach to management training, each manager will go away with a tool kit of effective management and leadership skills that will enable them to improve their own performance and get them into good habits.





2-Day Workshop

Essential Management Skills

Lead, Manage, Coach, Drive And Motivate Your Sales Teams To The Desired High Levels Of Performance That You're After

Course Overview

"Essential Management Skills" will provide you with an excellent foundation in all of the skills and behaviours required to be an outstanding manager.

Managing the process and workload is just not enough nowadays. Instead, the modern manager needs to be able to motivate their team, be able to manage change, deal with difficult people, manage performance, they need to be able to coach and develop their staff - the list goes on!

After having attended this workshop you will go back to the workplace with a toolbox full of management skills that you can use to guarantee your success in managing yourself and others.

Who Will Benefit From The Course?

This course will benefit anyone who manages people, in particular:

- First Time Managers
- Supervisors
- Team Leaders
- HR Professionals
- Project Managers
- Change Managers
- New Managers
- Staff Looking To Progress Into A Management Position

With The Help Of This Course Delegates Will Be Able To:

- Motivate and inspire employees
- Coach and develop staff effectively
- Resolve conflicts quickly
- Build and lead high performing teams
- Gain enthusiastic co-operation
- Resolve performance issues quickly and effectively
- Delegate tasks with confidence
- Organise your time and workload



Course Agenda

Day 1

Introduction & Objectives

What makes an effective manager?

Here we look at the difference between management and leadership, what are the key duties of a manager? What makes an outstanding manager? Management best practice

Exploring your managerial style/potential

Take a managerial assessment to find out your current managerial style and how to use this back at the workplace, management styles team game, find out what your style means to your team and how to develop your managerial skills further

Coaching & Feedback Skills

Learn how to coach and give feedback to your staff members to help their personal and professional development. Learn different models of coaching and how give positive and constructive feedback to apply these to fit the situation. I.e. formal coaching sessions, on the job coaching, reviews etc

Lunch

Communication & Influencing Skills

Learn how to be a master communicator and how to get your point across in a clear, concise and positive manner. Learn how to make small talk with strangers, the importance of non-verbal communication and how to influence others to see your point of view so that you sell your idea effectively!

Managing Conflict

Learn how to manager conflict on a one on one basis as well as managing conflict between members of your team. Learn communication and process techniques to be able to handle any conflict situation that may arise.

Close



Day 2

Recap And The Day Ahead

Managing Performance

Learn how to set goals, objectives and put development plans together with your staff. Learn how to review performance and how to manage under-performers. Learn how to deal with difficult people in an effective manner.

Building High Performance Teams

Building highly effective and performing teams is an essential objective in your role. Learn how to get all of the members in your team to work together and to exceed all targets that I asked of you.

Lunch

Motivation Skills & Understanding Others

Learn what makes people tick and what gets them out of bed in a morning and how to use this to your advantage. Learn how to elicit your staff's motivations, values and beliefs and how to tailor your communications with them to motivate them to do an outstanding job in all that they do.

Time Management & Delegation Skills

Managing your time and juggling workloads is a difficult task. Learn how to prioritise your work and know how to manage conflicting priorities. Gain an appreciation of the difference between "importance" and "priority" and how to effectively delegate your work.

Understanding Your Own Managerial & Learning Styles

Understanding yourself and others is critical for any manager to succeed. Take some assessments and tests and get feedback on your own style and what it means to you and everyone in your team.

Close



Comments From Previous Courses

From "First Time Leaders" through to "Heads of" departments, your staff will just love our Essential Management Skills course. Read about what our delegates have to say about it:

"Thanks for the course, it was great. Rest assured, I wouldn't have any problems recommending the course to my fellow managers. I found it extremely useful and thought provoking and thought your trainer was a great facilitator and tutor"

Garry Cochrane - Account Manager - Fine Ltd

"There were no switch off spells as the course was excellent. The presentation style was both friendly and humorous. I now have a method of structuring my management style and have a great understanding that different people need to be motivated in different ways"

Bakhtiar Hanan - Head Of Buying - Videogames - Toys R Us

"The sections on coaching and managing conflict were excellent. The module enabled me to learn how to develop my team members and also work on my weaknesses as a leader. The course met my needs completely"

Julie Parris - Team Leader - Pfizer Ltd

"I found the whole course to be very interesting indeed. I can now approach my staff with confidence in a way that will work! The course was very useful and the trainer was informative, open and approachable"

Simon Harper - Head of Design - Maritz Ltd

"The course was really helpful. I had never done any coaching before but I can certainly see the benefits of it. The trainer used effective ways to communicate with the group and was easy to talk to. Thanks!"

Sarah Jones - Sales Office Supervisor - Roland UK Ltd

"The trainer made the course specific to the group's individual issues which was just great. It gave me a lot of food for thought with how to motivate and utilise my staff more effectively"

Birgit Schalow - Helpdesk Supervisor - NEC Europe

"10 out of 10! The course was just excellent! You created a great learning environment"

Jon Hulbert - IT Systems Delivery Manager - Maritz Ltd

"This course was very beneficial indeed. I thought every aspect of the course was excellent. Your trainer was very knowledgeable about the subjects and he had excellent communication and presentation skills. Thanks again!"

Richard Stannard - Submissions Team Leader - Pfizer Ltd

"A great course. The content around motivation and building high performing teams left me with a set of skills that I can actually use in the office! I also loved the working and the communication of the group as a whole"

Lee Hewitt - Retail Sales Manager - Johnson & Johnson

"I really got a lot out of the course. I particularly liked finding out and understanding why people behave the way they do, peoples learning styles and also finding out my own traits"

Ronnie Huda - Product Specialist - Roland UK Ltd

"It was great to find out my own current managerial style through the assessment we completed and what that meant to the way I lead my team. I enjoyed all of the course very much"

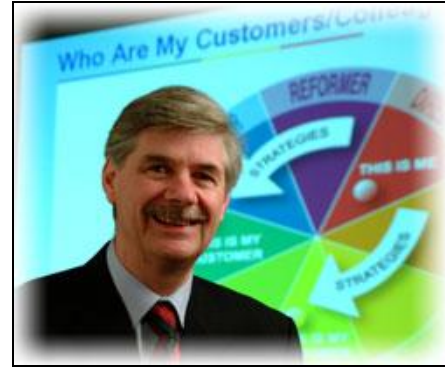
Carol Clare - Accounts & Budgeting Manager - Thomas's London Day Schools



Your Course Leaders



Mark Williams



Mike Clarkson

| Area | Score | Average |
|---------------------------------|-------|---------|
| Mike's knowledge of the subject | 127 | 9.77 |
| Mike's presentation skills | 125 | 9.62 |
| Mike's helpfulness | 126 | 9.69 |

Feedback from our last course – 13 delegates, average score out of 10

Registration Fee - £495 + vat

Included Within The Registration Fee:

- Course Manual
- All Refreshments & Lunch
- Course Materials & Course Certificate
- 6 Months of unlimited email support from your trainer after the course

Ongoing Email Support



For up to 6 months after the training, your managers can email their trainer at anytime for help or guidance. They might be implementing some techniques that they have covered on one of the workshops and want some tips on how to implement it for their specific situation.

Whatever the reason, your trainer is available for your managers whenever you need us. Learning is just the start of the process! We will be with you every step of the way while your staff implement what they have learned.



Require Accommodation?

MTD have negotiated special discounted rates with the Plaza if you would like to stop there.

Upon booking we will send out all of the joining instructions to you and contained within this will be a special password to enable you to take advantage of a 20% discount.

Next Steps & Booking Information

Questions/Queries

Call us - 0800 849 6732

Email us – train@mtdsalestraining.com

Booking

If you would like to book a place on this course you can call us on 0800 849 6732, complete our online booking form or download our Booking Form (Word Format) and email it back to us.

Details of locations, dates and availability for each course are at <http://www.mtdsalestraining.com/opencourses.htm>

You will find the booking forms on the respective pages.

Once You Have Booked

We will then send you a confirmation letter, invoice and joining instructions.

You can pay through invoice or credit card.

Invoice terms are 30 days after invoice date.