



Level 3 Certificate in Sales and Marketing

ISMM accredited qualification for new and aspiring sales professionals



Who is it for?

The Level 3 Certificate is a modular qualification that provides a thorough grounding in essential sales skills for those new to the profession and the latest sales tips to energise business development activity for those with more experience.

What is it about?

In a challenging competitive environment, every sales professional needs to develop their core skills and techniques that will set them apart from the crowd. This qualification will not only give you a nationally recognised credential but also the theoretical knowledge and practical techniques for increasing sales within your organisation.

Assessment

To gain your Level 3 qualification you will need to complete four assignments relating to the learning you have covered on your courses. These include two written assignments, a presentation and a role-play. Reed Learning and the ISMM provide a range of learning resources and support in addition to the face-to-face learning.

Core modules

Introduction to Successful Selling (2 days, p101)



PLUS
Negotiation Skills for Sales People (2 days, p102)



PLUS
Professional Presentation Skills (2 days, p12)



ISMM Level 3 Certificate in Sales and Marketing

Level 5 Certificate in Sales and Account Management

ISMM accredited qualification for sales or account managers



Who is it for?

The Level 5 Certificate is a modular qualification specifically designed for established or aspiring sales managers, regional sales managers or key account/relationship managers.

What is it about?

As well as building on your existing knowledge and experience, it provides an opportunity to develop and accredit high level sales management and leadership skills. You will also gain an understanding of how to plan and develop sales and marketing strategies to support the needs of your customers effectively and generate more profitability. This qualification appreciates the role and learning requirements of the sales manager and key account manager by offering two different routes.

Assessment

To gain your Level 5 qualification you will need to complete four assignments relating to the learning you have covered on your courses. Reed Learning and the ISMM provide a range of learning resources and support in addition to the face-to-face learning.

Core modules

Strategic Selling Skills (2 days, p103)



PLUS Strategic Marketing Planning (2 days, p109)



Then choose **EITHER** of the following:

Account Manager route

Relationship Management (2 days, p103)

OR

Sales Manager route

Managing a Sales Team (2 days, p105)



ISMM Level 5 Certificate in Sales and Account Management

Duration & cost 6 days
£2,650 + VAT

Awarded by the Institute of Sales and Marketing Management



Duration & cost 6 days
£2,995 + VAT

Awarded by the Institute of Sales and Marketing Management





Introduction to Successful Selling

Establish the vital foundations to be able to sell to anybody

Meet the trainer:

Isabel Kennedy



Isabel is part of our training faculty and regularly delivers this course. She is a CTP qualified learning and development practitioner with over 12 years' experience of people management, sales and leadership training, having begun her career as a manager at Marks and Spencer.

Isabel has devised and delivered a broad range of public and in-company training interventions for Reed Learning. She developed our Introduction to Successful Selling course after recognising there was a real need for a programme which would boost the confidence of both new and existing sales people. The programme contains models to help participants assess what the customer really wants, add genuine value and distinguish themselves from the competition.

Isabel's facilitative and flexible style means that no question or issue is too great or too small to address, and her inspirational delivery consistently receives great feedback from delegates.

Who is it for?

A foundation course for those new to sales or who have experience but no formal training in selling.

What is it about?

This course teaches new sales people tried and tested techniques, providing solid sales strategies for different situations. It also delivers support and guidance for current salespeople who are looking for more structure and immediately useful tools and techniques.

What will I get out of it?

- Full understanding of what excellence in sales looks like
- Expert guidance to increase sales levels
- More appointments secured by telephone using a structured approach
- Perceptive questioning skills to uncover requirements
- An improved close ratio by matching customers' needs to product benefits
- Face-to-face selling techniques
- Persuasion strategies to increase flexibility in prospects
- A blended learning experience that allows your learning to continue at work

The course

- Understand the range of skills a successful salesperson needs
- Planning and objective setting to make the most of the limited time you have to sell within
- SWOT and PESTLE planning tools
- Differentiating yourself and your proposal from the competition
- Questioning techniques to uncover opportunities
- Using features and benefits to demonstrate capability
- Gaining commitment and closing the deal
- Techniques to handle and overcome objections, practiced in a role-play
- Selling face to face
- Methods for structuring your proposal and negotiating
- Build a personal action plan to put skills into practice at work

MP3 learning bites

- 1 Successful selling skills
- 2 Negotiation skills for sales people
- 3 Building relationships

eLearning

After attending the course a modular eLearning programme will be delivered to your inbox. These interactive, bite-sized follow-ups can be completed in your own time, cementing the learning from the course with further practical exercises designed to help you practice your essential new sales skills.

| | |
|----------------------------|--|
| Duration & cost | 2 days, £899 + VAT |
| Birmingham | Nov: 21-22 Feb: 23-24 |
| Bristol | Nov: 3-4 Feb: 9-10 |
| Edinburgh | Nov: 22-23 Feb: 27-28 |
| London | Sep: 13-14 Oct: 12-13 Nov: 10-11 Dec: 8-9 Jan: 19-20 Feb: 20-21 Mar: 22-23 |
| Manchester | Oct: 24-25 Jan: 30-31 |
| Newcastle | Nov: 15-16 |
| Code | ISS |



Forms part of our ISMM qualifications (p100)



Includes 'Learning on the go' modules



Early bird discount – book any short course seven weeks in advance and get 30% off!



Negotiation Skills for Sales People

Maximise your negotiating power to secure win-win outcomes



Who is it for?

An essential course for anyone in a sales role looking for a complete negotiation toolkit.

What is it about?

A two-day intensive workshop that will assess your negotiation skills and arm you with tactics and techniques so you can walk into any negotiation with confidence. It's about planning your negotiation to ensure success, eliminating threats, maximising your negotiating power and ultimately forming lasting agreements that make all parties happy.

What will I get out of it?

- An understanding of what negotiation is (and what it isn't!)
- The ability to achieve win-win outcomes every time
- A strategy for successful negotiation based on careful planning
- Improved face to face communication and rapport building skills
- Tried and tested questioning techniques to establish trades and build flexibility
- The opportunity to role-play with experienced actors who will challenge and engage you, to help apply your newly acquired skills and behaviours
- A blended learning experience that allows your learning to continue at work

Course overview

- Negotiation defined – what it is and what it is not
- The traits of a successful negotiator
- Preparing to negotiate
 - Setting objectives and identifying those that are win-wins early in the process
 - Researching intelligently and preparing your fallback positions
- The negotiation
 - Creating a constructive environment
 - Managing the initial bids of each party
 - Questioning techniques to control the process, develop trades and conclude the negotiation
 - Learning to trade not concede
 - Dealing with difficult situations
- Practical exercises to put these principles into practice
- Individual action planning to transfer your learning back to work

MP3 learning bites

- 1 Negotiation skills for sales people
- 2 Getting your message across
- 3 Thinking on your feet

eLearning

After attending the course a modular eLearning programme will be delivered to your inbox. These interactive, bite-sized follow-ups can be completed in your own time, cementing the learning from the course with further practical exercises designed allow continued development of your new negotiation skills.

Key Account Management

A structured approach to account development and building great client relationships

Who is it for?

Newly appointed account managers who wish to learn the most profitable way to manage accounts.

What is it about?

This course helps you manage accounts effectively in a competitive market where clients can be increasingly demanding. You will learn best-practice techniques to engage with clients, negotiating, reporting and providing high levels of service when managing multiple relationships.

What will I get out of it?

- Business development skills for gaining entry to potential new clients
- Know-how to build long-term relationships at all levels within clients' organisations
- Negotiation skills to persuade, influence and grow existing accounts
- Networking skills to grow your existing client base
- Ability to manage multiple relationships with equally high levels of service
- An official certificate provided by the Institute of Sales and Marketing Management (ISMM)
- An opportunity to apply for membership of the ISMM at a specially discounted rate (exclusive to delegates who have attended an ISMM endorsed training programme with Reed Learning)



Course overview

- Practical exercises to determine what makes a successful account manager
- Know your role as an account manager: assess, set goals, benchmark, bridge
- Researching and analysing competitors
- Identify the decision making unit (DMU)
- Engage with the buyer's point of view to correctly realise their needs
- Identify client expectations and negotiate mutual goals
- Work with your client to manage change
- Best practice in database and report management
- Writing proposals

You may also like:

Negotiation skills for sales people p102. Strategic selling skills p103. The client meeting: face-to-face selling p107.

| | |
|----------------------------|--|
| Duration & cost | 2 days, £899 + VAT |
| Birmingham | Nov: 15-16 Feb: 14-15 |
| Edinburgh | Nov: 1-2 Feb: 2-3 |
| London | Sep: 19-20 Nov: 8-9 Jan: 10-11 |
| Your office | This course also works well run in-house. Call 0800 170 7777 |
| Code | SNS |



Forms part of our ISMM qualifications (p100)



Includes 'Learning on the go' MP3 modules to reinforce your learning after the course



| | |
|----------------------------|---|
| Duration & cost | 2 days, £899 + VAT |
| London | Sep: 15-16 Oct: 25-26 Dec: 5-6 Jan: 25-26 Mar: 8-9 |
| Code | KAM |

Endorsed by the Institute of Sales and Marketing Management



Relationship Management

Develop and maintain great relationships with key clients



NEW COURSE

Who is it for?

This course is suitable for senior sales professionals, account managers, who operate in an environment where the demands and challenges are high and where the quality of client relationships is vital.

What is it about?

The aim of the course is to move from a transactional approach towards one where you add real value to both yours and your clients' organisations by working collaboratively. You will identify and prioritise key relationships, and understand causes of conflict. You will also develop strategies and ideas for improving client relationships.

What will I get out of it?

- Methods to analyse and prioritise a range of client relationships
- Strategies for stakeholder analysis and management
- An appreciation of how to positively shape perceptions of you
- Tools to analyse your client relationships
- The confidence to build rapport and network effortlessly
- Win more business through effective relationship management
- The skills to manage clients
- Option of gaining a nationally - recognised qualification awarded by the ISMM. The Level 5 Award in 'Relationship Management for account managers', can be achieved through successful completion of the course, followed by a work-based written assessment.

Course overview

- What is relationship management and what are the challenges associated with it?
- Heightened self-awareness: What am I like and how do my clients see me?
- Stakeholder Management
 - Identifying key relationships
 - Prioritising relationships
 - Strategies to engage stakeholders
- How to become a trusted advisor and an invaluable resource to your clients
- Creating the right first impression and maintaining it in the long term
- Establishing and building rapport, trust and loyalty
- Improving the quality of your service provision and expertise
- The six aspects of knowledge
 - What do you need to know
- Networking
 - Developing a networking strategy
 - Planning your strategy & checklist
 - Developing a networking architecture
 - Developing a networking pitch
- Setting and resetting expectation through client contracting
- Using a consultative and solutions-based approach
- Managing conflict and getting through the difficulties
- Strategic thinking and planning to get the most out of each account
- Developing and consolidating your relationship management approach

Strategic Selling Skills

Put a plan in place to take your sales to the next level

Who is it for?

The course is designed for senior sales professionals, sales leaders, account managers and all individuals who are required to operate at a high level within the sales function.

What is it about?

The aim of the course is to provide the systems and tools to build a credible and coherent sales strategy in order to develop your customer accounts to their fullest potential. You will learn how to accurately analyse your marketplace, understand your customers, and accurately forecast future sales.

What will I get out of it?

- The skills to conduct a strategic analysis of your business
- The ability to collect and use information to develop a sales forecast
- Accurate target setting based on value and volume measures
- An understanding of your strategic options and how to position yourselves favourably as the "obvious choice"
- An understanding of how customer perceptions affect your competitive position
- A dynamic customer accounts plan
- Enhanced opportunities to achieve preferred supplier status with your chosen customers



Course overview

- Analysing your current situation
 - developing analytical skills
- The language and process of strategic planning
- Identifying and understanding buying practices and how organisations select suppliers
- Evaluating your organisation's unique business value and ability to respond to customer requirements
- Supporting your customers and adding value through your products and services
- Undertaking competitor and market analysis and understanding competitive positioning
- Using forecasting techniques to predict future sales trends
- Setting, monitoring and measuring sales targets and objectives
- Understanding strategic options to develop and win new accounts
- Tactical choices – how to turn your strategy into plans and your plans into performance

Duration & cost 2 days, £899 + VAT

London **Nov:** 8-9 **Feb:** 13-14

Code REL



Participation on this course followed by successful completion of written assessment leads to Level 5 award in relationship management



Forms part of our ISMM qualifications (p100)



Duration & cost 2 days, £899 + VAT

London **Nov:** 10-11 **Feb:** 20-21

Code STS



Forms part of our ISMM qualifications (p100)



Sales for Non-Sales People

Everyone sells! Represent and promote your company whatever your role

Who is it for?

A highly practical course that is suitable for anyone who interacts with customers, especially those who support or work alongside sales. It is also ideal for anyone looking to move into a more sales focused role, or those seeking to maximise their personal effectiveness and add value through incorporating sales techniques into their current role.

What is it about?

Everyone should know how to sell, regardless of whether they are in a sales role or not. In the current climate it is vital that all communication with customers achieves maximum return and client satisfaction.

This course will give you an understanding of the sales function and its process along with core skills for retaining customers through excellent service and intelligent questioning.

What will I get out of it?

- A greater understanding of the full sales cycle and all the surrounding departments
- Recognition of the importance of active listening and a clear structure to enhance your questioning technique
- Tried and tested sales techniques that will maximise your personal impact and add value to your organisation
- An opportunity to practice your skills in a safe environment

- A better selling mindset
- Increased confidence in representing your organisation and promoting any product or service
- Free eLearning module to refresh your skills once you return to the office

Course overview

- Understanding sales
 - Traditional vs. modern selling
 - The importance of the sales function within your organisation
 - The sales cycle – who the key players are and how they contribute to the overall sell
 - ‘Everyone sells’ – what is the sales element in your role
- Understanding your customers
 - Selling psychology – why do we buy, how do we buy and what makes us buy?
 - How can you help build good customer relationships?
 - Extending customer lifetime value
- Selling skills
 - Communication excellence and rapport building
 - Identifying new business opportunities
 - Up-selling and cross-selling
 - What are features and benefits?
 - Questioning & active listening techniques
 - Buying signals and the power of that additional question

You may also like:

Effective communication p15.
Negotiation skills p23. Introduction to successful selling p101.

Leading a Sales Team

Lead your team to success

Who is it for?

This is an ideal course for sales managers and team leaders, who may lack formal training but who aspire to increase the effectiveness of their team by applying best practice management and leadership techniques.

What is it about?

This course defines the unique challenges of leading and managing a sales team. You will learn to organise the day-to-day activities of each member of your sales force to ensure they exceed targets and how to facilitate high performance.

What will I get out of it?

- Excellent transactional leadership skills
- A team that is working towards a shared vision and goals
- Increased focus within the team on the right tasks and behaviours
- Synergy, trust and collaboration in your team to achieve optimum results
- An official certificate provided by the Institute of Sales and Marketing Management (ISMM)
- An opportunity to apply for membership of the ISMM at a specially discounted rate
- Option of gaining a nationally - recognised qualification awarded by the ISMM. The Level 5 Award in 'Leading a Team', can be achieved through successful completion of the course, followed by a work-based written assessment.

Course overview

- Understanding the principles of leadership and management
- Evaluating different leadership styles and when to use each one
- Building trust between the team and the manager
- Identifying individuals' differing roles in the team
- Fostering collaboration within the team and across departments
- Establishing and sharing your mission and vision for the team
- Setting objectives and identify key tasks to achieve them
- Delegating tasks
- Steering the team through conflict and challenges
- Setting performance measures that can be used to measure and evaluate sales teams
- Monitoring progress and providing feedback
- Recognising and rewarding results, and incentivising for performance that exceeds expectations
- Exploring motivation theories and team building techniques that lead to sales success
- How to carry out appraisals and performance assessments
- Creating a sense of accountability in your team members
- Building and maintaining personal integrity and becoming a positive role model

Duration & cost 1 day, £479 + VAT
London **Nov: 7 Feb:** 10, 29
Code SNSP



Free refresher courses – repeat any course free of charge

Duration & cost 2 days, £899 + VAT
London **Nov:** 14-15 **Feb:** 1-2
Code LBST



Participation on this course followed by successful completion of written assessment leads to Level 5 award in leading a team



Forms part of our ISMM qualifications (p100)



Introduction to Marketing

A toolkit of practical marketing techniques

Who is it for?

All those new to marketing and staff who are customer facing and need to be aware of marketing principles.

What is it about?

This course covers the principle theory and practice of marketing, and includes practical examples and exercises to aid understanding. Delegates will be equipped to assess the marketing process in their organisation, understand how their products are positioned, and work more effectively with suppliers and agencies.

What will I get out of it?

- Skills to segment, profile and target customers for increased return on investment
- Ability to create effective promotion, advertising and direct marketing campaigns
- Competitive advantage through identification of the benefits and unique selling points of your product or service

Course overview

- Definitions and origins of marketing
- Differences between product-led, sales-led and marketing-led organisations
- Free markets: supply and demand
- Marketing orientation in your organisation
- The four P's and the extra P's
- Competitive advantage and unique selling points – features, advantages, benefits
- Forecasting life cycles, the Boston Matrix, Ansoff & Porter models
- Relationship marketing and Pareto's law
- Marketing planning: the marketing audit, SWOT and planning process
- Segmenting and positioning in the market
- Pricing processes and strategies
- Customer-driven marketing strategies
- Consumer behaviour: hierarchy of needs, why people buy
- Getting the most from advertising/ research agencies
- The communications mix
- How advertising works and advertising terminology – push and pull strategies
- Awareness, image and perceptions – creative themes, copywriting and strap-lines

You may also like:

Strategic marketing planning p106. Social media courses p113. Google analytics 101 p112.

Duration & cost 2 days, £899 + VAT
London **Sep:** 15-16 **Oct:** 24-25 **Jan:** 9-10 **Feb:** 15-16 **Mar:** 26-27
Code PM



Early bird discount – book any short course seven weeks in advance and get 30% off!

Creating Effective Events

How to plan for trouble-free, exceptional events

Who is it for?

Anyone who needs to become a first class event organiser, or those who require hints and tips on how to do it better. This course is also invaluable to PAs and marketers involved in organising events.

What is it about?

From grand openings to informal social events, your events need a plan for success. This course will teach you where to start, what to take into account, what could go wrong and what to do if it does.

What will I get out of it?

- Maximum attendance through effective promotion
- Improvement on previous events through evaluation and analysis
- Minimised problems and risks by having a contingency plan in place
- The ability to deliver successful events on time and on budget



Course overview

- Events planning tools and techniques
- Creating effective promotional plans
- Budget management
- Venue selection and evaluation
- Site Planning
- Event programming and theming
- Event health and safety and risk assessments
- Production techniques
- Contingency planning
- Event evaluation techniques

Follow-up courses

Managing successful projects p62. Successful budgeting p68. Introduction to marketing p105.

Duration & cost 1 day, £499 + VAT
London **Sep:** 19 **Nov:** 1 **Dec:** 6 **Feb:** 2 **Mar:** 28
Code CEE



Forms part of our IAM-accredited qualifications (p73)



Strategic Marketing Planning

Maximise return on investment

Who is it for?

This course is for all those involved in the development of marketing plans. It will suit those managing smaller businesses needing to review their marketing strategy or marketing managers from larger organisations.

What is it about?

The course is about strategic planning to get the most from your marketing budget. As well as gap analysis, targeting and segmentation, it also looks at new ideas and best practice. You will learn how to grow and defend your market position whilst maximising profitability.

What will I get out of it?

- The steps to undertake a marketing audit
- A marketing plan for your organisation
- Segmentation techniques to identify your key target audience
- Clear, measurable objectives for your marketing
- Analysis tools to measure and refine your results

Course overview

- Marketing orientation
 - What determines a marketing-led company?
- The elements of the marketing mix
 - The classic four P's of marketing explained and used practically
- Adapt a plan to brand/market needs
 - How to use the planning process for different brands at different stages of maturity
- Conducting marketing audits
- The tools of strategic marketing planning
- Segmentation, targeting and positioning
 - Identify the company's key target segments
- Competitive advantage analysis
 - Discover the roots of competitive advantage
- Marketing research
 - A review of the techniques available and when to use them
- Setting goals and objectives
 - Use analysis and planning to set clear and achievable goals
- Marketing communications strategy
 - How the communication process works
- Measurement and evaluation

You may also like:

Strategic commercial awareness p43. Social media courses p113. Google analytics 101 p112.

Search Engine Optimisation

Help your customers find you online

Who is it for?

These courses are aimed at anyone responsible for increasing a website's traffic from crawling search engines such as Google, Bing and Yahoo. This could include marketers, web developers, agency staff and SME owners.

What is it about?

Our SEO courses are delivered by ivantage, a leading search marketing agency established in 2002 and committed to providing practical, accurate and ethical internet marketing advice. We offer two one-day programmes: SEO 101 and SEO 201

What will I get out of it?

- An understanding of SEO and how it applies to your organisation
- The ability to analyse websites in some technical detail and to assess their search engine visibility
- The skills to implement an SEO strategy and action plan
- Familiarity with concepts like ethical link building and the impact of social media

Course overviews

SEO 101

After successful completion of SEO 101, delegates will be able understand the process of Search Engine Optimisation and begin to build an SEO action plan for their own website. It covers the key elements of SEO in a practical, results-focused way.

- Search Engine Optimisation defined
- Your site and crawling search engines
- Researching target keywords
- On-page SEO fundamentals
- Link building fundamentals

SEO 201

Following completion of SEO 101, delegates can opt to spend a further day to complete the SEO 201 course. During this second day delegates will learn to build an advanced SEO action plan for their own website, as well as create an in-depth link acquisition strategy to drive increased traffic and higher rankings.

- On-page SEO techniques
- Infrastructure link building
- Directory link building
- Article link building
- Targeted link building
- Advanced link building

Duration & cost 2 days, £949 + VAT

London Oct: 3-4 Nov: 22-23 Dec: 1-2 Jan: 30-31 Mar: 21-22

Code PMP



Participation on this course followed by successful completion of written assessment leads to level 5 award in management and leadership



Forms part of our CMI management qualifications (p54)



Forms part of our ISMM qualifications (p100)



SEO 101

Duration & cost 1 day, £499 + VAT

London Mar: 1

Code SEO101

SEO 201

Duration & cost 1 day, £499 + VAT

London Mar: 2

Code SEO201

More courses

Courses run in-house or on request. Call us on 0800 170 7777 or visit reedlearning.co.uk/SALES to find out more

COURSES DELIVERED BY THE INSTITUTE OF DIRECT AND DIGITAL MARKETING



Get a 10% discount when you book quoting REED11. View full course outlines online at reedlearning.co.uk/idm

Winning Telesales Techniques 2 days, £899 + VAT

This practical workshop course covers every element of how to make successful telesales calls, and then allows delegates to put them into practice using a PhoneCoach system alongside expert feedback.

Dates Sep: 14-15 Dec: 13-15
Mar: 15-16

Code WTT

The Client Meeting: Face-to-Face Selling 1 day, £479 + VAT

This workshop teaches delegates practical skills in structuring and controlling a face-to-face sales meeting. The course offers helpful insights into rapport building, overcoming objections and selling according to the buyer's needs.

Dates Oct: 5 Jan: 5 Feb: 24

Code SCM

Mobile Marketing £525 + VAT

Mobile marketing is a unique, 'always-on' medium that is delivering new customers and business at an escalating rate. This new course will give you a through understanding of where mobile marketing fits within the marketing mix.

Duration 1 day

Email Marketing: Advanced Course £1,195 + VAT

Gain the tools and techniques to get the most out of your email marketing campaigns, in this intensive two-day training course packed with best practice examples and in-depth practical advice across all areas of email marketing from data sourcing to response-handling.

Duration 2 days

Bid & Tender Management

This course examines the whole bid cycle and provides tools and structures to enable you to analyse the requirements, pull together the resources and information required and develop a compelling proposal whilst sticking to tight deadlines. It will help delegates to win vital new business for any organisation.

Duration 2 days

Essentials of Sales

This course will teach fundamentals of good sales techniques such as building rapport, leading the customer towards the buying decision and finally closing the deal. The residential setting allows deep engagement with individual delegates and opportunities to provide in-depth feedback.

Duration 2 days

Social Media & Online PR £525 + VAT

Get a better understanding of the world of social media and how to use it to your advantage when marketing online. This workshop will raise general awareness of the new online landscape of social media and online social networks, allowing delegates to develop new key practical, actionable skills to take back to work.

Duration 1 day

Direct Mail Letters – How to Write More Powerful Letters £525 + VAT

This highly practical copywriting training course reveals the secrets of how to write direct mail letters that really sell. Discover why sales letters can get results where other media fails, tips to boost response and how to write exceptional copy.

Duration 1 day



You may also like:

Professional Presentation Skills 2 days, £899 + VAT

An interactive workshop on presenting persuasively and confidently.

Turn to page 13

Time Management 1 day, £479 + VAT

Take charge of your day and respond productively to changing priorities.

Turn to page 24

Persuading and Influencing People 2 days, £899 + VAT

Develop powerful and compelling techniques to win people over.

Turn to page 22