

Suppliers Prospectus



Training support from the Building Material Supply Industry Specialists





Welcome to the BMF Supplier Training Prospectus

Through the pandemic, the industry has realised the importance of the Building Materials sector and how we are considered essential to the UK economy. This was aided in no small measure by the BMF's role within the Construction Leadership Council (CLC). The CLC task force was set up to co-ordinate the industry's response to the pandemic and will continue to lobby for construction to lead the post-pandemic economic recovery through initiatives such as a National Retrofit Strategy and Industry Skills Plan.

Whilst working alongside the CLC the BMF has contributed to a long list of CLC initiatives including the Construction Talent Retention Scheme (CTRS) where our own industry website

www.buildingmaterialscareers.com is adapted to support the scheme. The CTRS is an online portal that supports redeployment of staff at risk of redundancy across the sector, while also enabling temporary employee loans between businesses.

With the sector embracing so many new standards and competencies, the skills shortage and rapidly changing skills sets, there has never been a more important time to invest in your people.

If people are the key resource of a business, training them well must be viewed as an investment not a cost. A thriving business is able to adjust to any market condition because every member of the team has developed skills that enable them to quickly adapt.

At the BMF, we believe that building excellence into your business starts by building professional, competent, motivated people. That is why our training prospectus has been developed to provide exactly the right type of training to help our members build excellent people. We

also provide free advice to help you select relevant courses.

We have developed and adapted a new range of training courses to help your business and your team operate in a Covid-secure environment that demanded new ways of relating with colleagues and customers which is specific to our supplier members. While elements of our on-line service delivery may continue, we are looking forward to resuming physical training sessions when social distances restrictions allow.

This training prospectus will provide you with an overview of available training that is tailored to specific job roles but for more information or to book on to any of the Training courses in this Prospectus, please contact Paige Godsell at paige.godsell@bmf.org.uk or visit www.bmf.org.uk/training.

We are here to help build excellence in your business – and excellence starts with your people.

John Newcomb
BMF CEO

Introduction



“Welcome to our first BMF Learning Academy Suppliers Prospectus – a prospectus primarily focussed on courses relevant to our Supplier members.

In today's very challenging and changing environment, managing, and developing a business of any size requires good staff who are knowledgeable and confident in what they do. We can help you by providing relevant courses covering most of the roles typically found within a Suppliers business.

Attracting and recruiting new staff can also be a challenge, so being able to offer access to our comprehensive training and development resources could become part of your business' offering.

We have also tried to add more value to our training by accrediting selected courses through the globally recognised Continuing Professional Development (CPD) Certification Service. Being accredited means that the learning activity has reached internationally recognised CPD standards and benchmarks, and that the learning value of each course has been scrutinised to ensure integrity and quality.

Whichever way you currently approach training and development within your business, we do hope that our BMF Learning Academy Suppliers Prospectus offers you an additional source of up to date, relevant courses and that by accessing these you can make both your staff and your business more successful.”

Richard Hill
BMF Chairman



In a move designed to benefit the whole industry, The Institute of Builders' Merchants (IoBM) has merged with the Builders Merchants Federation (BMF), to be separately managed and operate as a brand within the BMF.

This will also give the Institute access to wider resources and personnel whilst retaining its own management body.

The new arrangement, which was effective from 1 May 2021, sees the assets, activities and membership of the IoBM transferred to the BMF, with the Institute then managed by a new Management Committee comprising the CEO and Membership Services Director of the BMF, the Chair and Vice Chair of BMF Young Merchants and two existing Institute Board Members.

All Institute Members maintained their current membership grade upon transfer, subject to the payment of annual subscriptions.

Moving forward, IoBM Membership grades will be aligned with BMF training, other accredited courses and qualifications including in-company training where relevant. Membership will be available to all individuals employed within the builders' merchants' industry.

There will also be a IoBM Corporate Supplier grade of membership, reserved for Manufacturers and Suppliers to the builders merchant industry, offering companies the opportunity to support The Institute's ethos of promoting training, developing personal skills and recognising qualifications within the industry they serve.

Corporate Supplier Members will have the first opportunity to sponsor future events or training promoted by The Institute, to further the IoBM/BMF strategy for nationwide and recognised qualifications. Corporate membership is your way of supporting training and to develop all builders materials employees from apprentices through to managers.



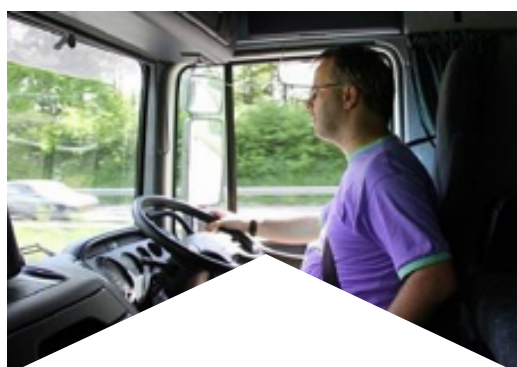
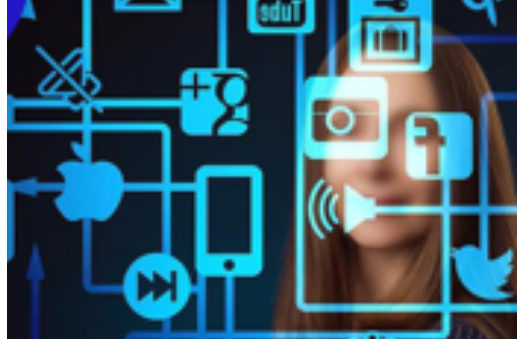
Construction
Leadership
Council

CLC Statement on Competence

In response to Dame Judith Hackitt's Report Building a Safer Future the CLC's ambition is that everyone involved in any aspect of the design, specification, delivery and maintenance of the Built Environment is competent to undertake their role and able to complete their work in line with the relevant standards. Individuals working in the Built Environment should hold, or be working towards, a suitable industry recognised qualification, and are able to demonstrate relevant, up to date skills, knowledge, and appropriate behaviours.

In accordance with the CLC recommendation on Industry Card Schemes, for those requiring verification to work on-site, this will be evidenced by holding a card carrying the CSCS logo.

The CLC will provide the leadership required to ensure the delivery of the recommendations in **Setting the Bar** and the **CLC Industry Skills Plan** which are expected to achieve this vision.



To find a training course associated with your job role, please see the tailored contents below:

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To find a training course associated with your job role, please see the tailored contents below:

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Team Leaders, Managers & Supervisors

Better Banter: Humour or Harassment?

Course type

Regional or in-company

Learning format

Classroom based or remote

Course duration

½ day

What do you get?

Certificate of Attendance

Course overview

Stop the press! An employment lawyer, delivering a 'better banter' session? Really?...Yes, we enjoy a fun working environment as much as the next person, but understand more than most the costs to your business if it goes wrong. Our fast-paced and engaging session will guide you through the legal context, the risks involved (legally, financially and reputationally) and what's appropriate behaviour at work to create and encourage an inclusive workforce.

We include real-world examples, mock-tails, and interactive activities to bring our training to life and ensure attendees are ready to put their learning into practice.

Who would this benefit?

This session can be tailored to meet the needs of anyone in the business – after all, the culture of a business is set from the top down.

We can work with your leadership teams to help set a five-star culture, support your managers to ensure that culture is put into practice, and provide your employees with the knowledge and understanding of what is, and isn't appropriate at work.



Objectives

Running this session, you'll:

- Understand what 'banter' is and the difference between humour and harassment
- Appreciate the different forms it can take and know when the line is crossed
- Appreciate the potential risks involved
- Learn about the impact of behaviour inside and outside work
- Understand protected characteristics
- Learn what is classed as bullying
- Understand how to maintain a fun, engaging and inclusive environment
- Discover the costs when it goes wrong – reputation damage, compensation and personal injury claims.

Content

- What is banter and the different types
- What's the problem?
- How common is harassment?
- Understanding the impact on people and the business
- Banter at work
- When should you get involved
- When banter crosses the line
- And many more...



Delivered by
Halborns.

Data Protection

Course type

Regional or in-company

Learning format

Classroom based

Course duration

½ day

What do you get?

Certificate of Attendance

Course overview

Introduce a greater protection for personal information and a greater burden on businesses to secure that data.

We'll help you to understand the data you hold, areas of risk exposure and how to update your data protection practices.

Who would this benefit?

This session can be tailored to meet the needs of your business and whoever you wish to attend. We can help your managers and employees understand their day to day responsibilities, as well as provide high level guidance on creating proactive data protection routines and compliance procedures for your senior team and data protection officer.

Objectives

Running this session, you'll:

- Understand the eight data protection principles
- Understand the risks, fines and possibility of audits
- Understand the data you hold and your justifications
- Identify areas of weakness and vulnerability in your business



- Manage consent more effectively
- Identify different data roles
- Acquire the skills needed to get data right.

Content

- GDPR compliance
- The current law
- Lawful processing
- Data transfers
- Categories of personal data
- Your personal data register
- Informing and obtaining consent
- Privacy notices
- Training and engagement
- Carrying out impact assessments
- Data accountability
- Data breaches
 - Notification
- Individual rights
 - Access
 - Rectification
 - Erasure
 - Informed.



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Driving Performance

Course type

Regional or in-company

Learning format

Classroom based or remote

Course duration

1 day

Further development opportunities

Presentation Skills

What do you get?

Certificate of Attendance

Course overview

This one day course provides you with the tools (including practical take away documents) to navigate a performance management process effectively whilst dealing with challenging issues such as sickness and disability.

Who would benefit?

Managers, supervisors, and anyone who is responsible for leading a team and driving high performance.

Course content

1. Early employment processes

- A great start – early objectives, KPIs and performance routines
- Accountabilities – focussing on outputs, not inputs
- Early performance routines – support, catch ups, and record keeping
- Probationary reviews – proactive guidance followed up with a written record
- Beyond probationary reviews – objectives, KPIs and performance routines.



2. Driving performance – a manager's routine

- Performance routines – what makes a great catch up
- Preparation – hosting a great catch up, doing your prep, future focussed
- Accountabilities – focussing on outputs, not inputs
- SMART objectives – a disciplined and detailed approach
- Delivery – confident guidance delivered with humility whilst caring personally
- Follow up – record keeping, delivery of actions and arranging the next catch up.

3. Nip it in the bud – robust informal performance management

- Will or skill – early identification of the right process
- When to use – understanding when to use informal performance management
- On-track discussion – practicing confident delivery of an on-track discussion
- Immediate improvement meeting – run through an 'II' meeting
- Record keeping – the importance of accurate and securely kept records
- Next steps – following up on success or proceeding with formal management.

Effective Time Management



Course type

Regional or in-company

Learning format

Classroom based or virtually

Course duration

1 day

What do you get?

Certificate of Attendance

Course overview

Time management skills are essential to your success. They enable you to become more effective by identifying and completing the activities that give you (and the business) the greatest return.

The purpose of this course is to investigate the rationale underpinning time management principles, and to explore a number of practical techniques that will allow you to get more done with less effort.

Who would benefit?

Managers, Supervisors and Team Leaders.

Objectives

- Identify a personal time management philosophy that will help you transform your working life
- Handle interruptions, avoid procrastination, and prioritise your work more effectively
- Complete key tasks on-time, through proper planning and delegation.



Course content

- The importance of successful time management
- The nature of time and the key principles of time management
- Common time wasters (and what to do about them)
- Using a daily time log to record progress (and distractions)
- How to be both efficient and effective (including analysis of your key tasks and responsibilities)
- Achieving a satisfactory work-life balance
- Taking control of paperwork, the phone, and e-mail
- The do's and don'ts of delegation (who's got the monkey?)
- Using 'Next Action Steps' to progress larger tasks (or projects)
- Handling interruptions and procrastination
- Prioritising work effectively (and the limitations of some methods)
- Developing your own personal time management 'system' that works for you.

Essential Sales Management



Overview

Essential Sales Management is a twelve month programme, recognised by the Institute of Sales Management, aiming to support talented individuals in successfully managing a portfolio of customers. It teaches sales strategies to increase sales growth along with brand awareness in a competitive market. For those who have had limited sales training but want to grow their portfolio, this programme also provides a sales toolkit.

This course is ideal for those who have been identified as the sales executives of the future, who require the foundation of sales management techniques, skills and knowledge to be successful.

Workshop Includes:

Induction, Selling and Me, Deliverable Result, Ultimate Sales, Profitable Portfolio Results Presentation.

Benefits of Attending

Each workshop uses 'best practice for getting sales results' and builds on the delegates knowledge, whilst giving them a set of transferrable management skills utilising proven techniques.

The eleven-day programme is delivered over three workshops launched by a one-day induction, with a final one day 'Business Improvement - Profitable Portfolio' presentation at the end. The maximum number of delegates per group is 8.

All programmes are delivered in a highly engaging and inspirational manner. They are definitely not 'death by PowerPoint' experiences.

Academic Accreditation

Based on your final 'Business Improvement' presentation, Executive ISM status (EISM) will be awarded.



Bespoke Programme

Upon request, we are able to offer this as a bespoke programme for in-company cohorts.

You can pick and choose which aspects of the programme you'd like to be involved so we are able to train your staff as effectively as possible whilst tailoring to your specific business needs.

This programme can also be delivered virtually if requested.

Programme Content Includes:

- My Sales Personal Profile
- The Art of Selling
- Customer Centric
- Marketing Campaign
- Sales Performance Dashboard
- Account Management
- Winning the Sale
- Personal Effectiveness
- Social Media
- Stress in Sales – how to find the right balance
- Sales Life Cycle
- 80 sales tactics
- New ways of growth sales.

Talent Development

As part of the programme, delegates receive a dedicated Talent Development Coach and Mentor who undertakes reviews, feedback reports, telephone calls and coordinating of a 360-sales curriculum review.



Worshipful Company
of Builders' Merchants

Excellence in Business Writing



Course type

Regional or in-company

Learning format

Classroom, webinar, E-Learning

Course duration

1 Day or equivalent*

Further development opportunities

- Presentation Skills

What do you get?

Certificate of attendance or completion

Course overview

This course is designed to show how to maximise the use of the writing process and to ensure that all written business content is clear, well-constructed and has the power to inform, persuade and convince the reader.

Who would benefit?

Managers and Supervisors.

Objectives

- Understand the writing process
- Consider the correct use of punctuation and grammar
- Consider the impact of your writing on the reader
- Understand the elements of style and structure
- Analyse good writing practice.

* A webinar version may be done in two half day sessions. E-Learning will have content at least equivalent to a full day's training course.



Course content

- The writer's audience
- Different writing genre: e-mail, proposals, reports, copywriting and press releases
- Writing in plain English
- The structure, style and mechanics of writing
- Clarity and consistency
- Looking at common errors of spelling
- Correct use of grammar and punctuation
- Editing and proof reading techniques.

Finance for Non-Finance Managers

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

What do you get?

Certificate of Attendance

Course overview

This course is designed to give a basic but informative overview of the finance side of a business, specifically for those not directly involved in the day-to-day function of financial management.

This course is a must for anyone with the need to fully understand financial reports and is ideally suited to Managers, Assistant Managers and Supervisors who want to gain a better understanding of their P&L account.

This course is not all theory – it includes plenty of inter-active sessions using management accounts to make strategic decisions, and shares best practice on how to make the biggest difference to working capital. Delegates are also challenged to hit aspirational KPIs on their return to the business.

Who would benefit?

All managers who want to gain a better understanding of financial issues and implications of their day-to-day decisions.

Objectives

- Gain a basic understanding of finance in business
- Be able to interpret management accounts to make better, more informed decisions
- Understand the relevant KPIs and how to achieve them
- Identify critical areas that affect working capital and profitability.



Content

- Understanding the main financial statements (P&L, Balance sheet & Cash flow) to help navigate performance, position and liquidity
- Understanding the importance of cash flow, profitability & margins
- Key Performance Indicators for a typical business (including orientation & benchmarking)
- Useful calculations and terminology explanations
- The mechanics of a trading profit and loss account, including some “what if” scenarios
- Understanding how working capital affects business performance, and what elements can be influenced.

Exercises

- Where to find key information (card exercise)
- Using management information to identify trends and make strategic decisions
- “Dragons Den” exercise to illustrate how working capital affects performance
- Budgeting and creating a five-year plan
- Real-life scenario decision making exercise (optional extra-curricular).

First Time Team Leader

Course type

Regional or in-company

Learning format

Classroom based

Course duration

3 days

Further development opportunities

Driving Performance

What do you get?

Certificate of Attendance

Course overview

Many individuals enter the world of supervision and management having received no formal training. This therefore usually results in the individual copying behaviours that they have experienced whilst being managed themselves, or simply working on intuition.

This course offers new managers assistance and support by providing them with tools to help them manage effectively, and to therefore gain the most from their team.

This workshop is highly interactive and engaging, and places emphasis upon challenging common perceptions of management, whilst providing delegates with practical advice and methods to help them understand and relate to their colleagues.

This in turn should lead towards an increase in confidence, particularly when it comes to having difficult conversations with team members. The overall result is a change in behaviours and subsequent improvements in management style.

All delegates will complete an online questionnaire before attending the course, and they then receive their unique Clarity 4D Personal Profile on the first day. These profiles are used during the training to provide valuable insights in to different preferred behaviours and individual motivations, and how this affects the teams they are managing.



Who would benefit?

Any individual who is new to a supervisory or management position, or for those with a little more experience who would like to refresh their skills.

To provide context and relevance, it is important that delegates have staff directly reporting to them in their current role.

Objectives

- Help define the role and understand the responsibilities of leading a team of individuals towards a common goal
- Provide an understanding of different management styles, and what it means to be a leader as opposed to a manager
- Examine the relationship delegates have with their staff, why it's best to avoid being 'one of the lads/lasses', and therefore define themselves as being part of the management team
- Discover how to manage time better and prioritise tasks effectively
- Consider Character Type and subsequent preferred behaviours, and how these will impact upon the reactions they receive from others
- Learn how to delegate clearly and effectively
- Understand the six steps towards managing performance and appreciate the need to provide firm and consistent leadership
- Be able to apply what has been learned when back in the workplace.

First Time Team Leader Continued...

Course content

The following modules would be included, and we would endeavour to meet any additional individual delegate requirements when possible.

The role of the team leader

The differences, (and lack of differences), between production supervisor, foreman, shift lead, team leader, manager, production supervisor etc. Defining the role of the management in general and an opportunity to discuss personal circumstances and boundaries of authority.

Time management

It is important to include this section early on in the training as some delegates may feel that they have not got the time to manage others properly. This is almost inevitably one of the reasons that they are so busy in the first instance!

Why some people seem to get more done than others, prioritising tasks between urgent and important, organising workloads and dealing with people who waste your time.

Leadership styles and understanding others

Theory 'X' and theory 'Y' and the resulting mindsets. An introduction to Character Type Recognition utilising Personal Profiles will provide a fascinating insight in to the preferred behaviours that we all use when communicating with others.

The character type of individuals within their team is also considered which will help delegates gain a better understanding as to why people behave in certain ways.

Improving communication

Giving positive and critical feedback and exploring assertive, aggressive and passive styles of communication.



Performance management

The step by step approach to managing performance which includes the following:

- **Effective delegation and objective setting**
What can and can't be delegated and the difference between delegation and abdication. Delegates will be encouraged to discuss real scenarios, and how they affect them. Applying the SMART principle to ensure you get the best from your staff.
- **Difficult conversations**
Why they should not be avoided and how to structure them to ensure the best outcome. Includes how to decide which leadership style is appropriate. This is often commented on by delegates as being one of the most productive and worthwhile parts of the course.
- **What next?**
Delegates are encouraged to share what they have learned, and to commit to what they will do differently in the future using a Personal Development Planner.



Clarity4D
clear colourful communication

Managing for Success

Course type

Regional or in-company

Learning format

Classroom based

Maximum numbers of delegates

12 delegates

Course duration

3 Days

Further development opportunities

People Management Skills

What do you get?

Certificate of Attendance

Course overview

In standard format, this is a three-day management course. We are also able to offer a choice of selecting or adding content to suit your needs, and therefore tailor an in-company course of between 2 and 4 days.

This training has been designed to be engaging and highly interactive. Emphasis is placed upon challenging perceptions whilst providing insights as to how to manage people more effectively.

Practical skills and techniques are examined with a view to increasing delegate's confidence, particularly when dealing with difficult conversations. In turn, this should lead to a change in behaviours upon return to the workplace and subsequent improvements in management style.

All delegates will complete an online questionnaire before attending the course, and they then receive their unique Clarity 4D Personal Profile on the first day. These profiles are used during the training to provide valuable insights in to different preferred behaviours and individual motivations, and how this affects the teams they are managing.



Who would benefit?

Any individual in a management role, including those with more experience.

To provide context and relevance during the training, it is important that delegates have staff directly reporting to them in their role.

Key Results

Include developing and improving:

- Understanding of individual Character Type and the resulting style of management
- Recognition of how management and communication styles affect the manner in which individuals will react
- Time management and the prioritisation of tasks
- Delegation and communication skills
- Ability to set clear standards and manage the performance of their teams effectively.

Course Content

The role of the manager

An opportunity to discuss personal circumstances and boundaries of authority. Includes defining the role of the manager, and the difference (or lack of) between this title and that of shift leader, team leader, production supervisor etc.

Leadership styles and understanding others

Theory 'X' and theory 'Y' and the resulting mindsets. An introduction to Character Type Recognition utilising Personal Profiles will provide a fascinating insight in to the preferred behaviours that we all use when communicating with others.

Managing for Success continued...

The character type of individuals within their team is also considered which will help delegates gain a better understanding as to why people behave in certain ways.

Motivation of others and building teams

Leading on from the previous session, this includes assessing a team's needs, and ensuring that the correct people are in the right jobs. Includes how to modify one's own behaviour according to the type of person with whom you are communicating.

Performance management

The step by step approach to managing performance which includes the following:

Improving communication

Giving positive and critical feedback and exploring assertive, aggressive and passive styles of communication.

Effective delegation

What can and cannot be delegated and the difference between delegation and abdication. Delegates will be encouraged to discuss real scenarios, and how they are affected in their role. Applying the SMART principle to ensure you get the best from your staff.

Difficult conversations

Why they should not be avoided and how to structure them to ensure the best outcome. Includes how to decide which leadership style is appropriate. This is often commented on by delegates as being one of the most productive and worthwhile parts of the course.

Appraisals (optional)

The importance of conducting regular appraisals, some common mistakes to avoid, and how to make appraisals a positive experience for all concerned.

Recruiting staff (optional)

Selecting candidates, and planning and preparing for interviews. Using exploratory, specific and competency based questions to structure the interview process.



Time Management

Why some seem to get more done than others, prioritising tasks and dealing with people who waste your time.

What next?

Delegates are encouraged to share what they have learned, and to commit to what they will do differently in the future using a Personal Development Planner.



Clarity4D
clear colourful communication

Managing Sickness Absence

Course type

Regional or in-company

Learning format

Classroom based

Course duration

½ Day

What do you get?

Certificate of Attendance

Course overview

Sickness absence can have a huge impact on your business, but we see all too often the ease at which conversations around absence are avoided. But if you calculate lost productivity, team disruption and sick pay costs, these conversations would be seldom left unsaid. Managing absences proactively and positively avoids lost working days and poor morale. Our session equips you with the tools to manage absences early, support employees' return to work and understand how to terminate employment fairly.

We include real-world examples, mock-tails, and interactive activities to bring out training to life and ensure attendees are ready to put their learning into practice.

Who would benefit?

This session can be tailored to meet the needs of anyone in the business, but is primarily focused at those responsible for day to day people management.

The session can refresh the knowledge and understanding of your HR or People team, or upskill your managers to ensure they have the confidence to tackle issues early and effectively, and minimise the risk and costs to your business.



Objectives

Running this session, you'll:

- Understand the different approaches to short and long term absences
- Learn how to proactively manage absences
- Discover strategies your business can use to keep absence to a minimum
- Reduce abuse of company sick pay
- Learn how to use medical evidence and consent
- Understand the law around disabilities and making reasonable adjustments.

Content

- What can be achieved with absences
- The different types of absence
- Short term absence
 - Welcome back meetings
 - What to monitor
 - Underlying reasons
- Creating a fair dismissal
- Formal process
- Investigation
- Formal meeting
- Delivering the outcome
 - Factors to consider
 - Possible outcomes
- Supporting a return to work
- And many more...

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Mental Health First Aid

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 Day

What do you get?

1st Aider in Mental Health Champion Certificate approved by: National Counselling Society (NCS).

Course overview

This one-day course has been approved by The National Counselling Society and is designed to provide a greater awareness of mental health issues; and the importance of mental wellbeing.

We will train you to have the skills and confidence to step in and guide those struggling with their mental health, towards the support they need. In doing so, they can speed up their recovery and potentially stop issues from developing into a crisis. Upon completion delegates are awarded the certificate for 1st Aid Mental Health Champion.

Who would this benefit?

Any member of staff that wishes to develop their Mental Health skills and knowledge, to be able to support others within the workplace.

Objectives

- An understanding of what mental health is and how to challenge stigma
- An understanding of common mental health issues
- The causes, symptoms and treatment of common mental health problems
- Knowledge and confidence in spotting the signs of mental ill health
- Confidence to support someone in distress or who may be experiencing a mental health issue
- An introduction to looking after your own mental health and maintaining well-being.



Course content

The course is split in 4 manageable parts. These are:

- What is mental health?
- Suicide
- Anxiety and depression
- Psychosis.

Disclaimer

Due to the sensitive nature of the content taught on this training, there are occasions where delegates may experience trigger reactions, based on their own experiences. Our trainers are there to support during the training, but it is also imperative that all delegates take care of their own emotional, mental and physical wellbeing at all times.

Our Mental Health Training is not designed as a treatment for individuals experiencing a mental health condition. Nothing in this course should be viewed as a substitute for professional advice (including, without limitation, medical advice).

Always consult your own GP if you're in any way concerned about your health. You should always promptly consult a doctor on all matters relating to physical or mental health, particularly concerning any symptoms that may require diagnosis or medical attention.

Whilst this course touches on the Equality Act 2010, it is not intended to provide Mental Health Policies and Procedures for the delegates or the Organisations they represent.

People Management Skills



Course type

Regional or in-company

Learning format

Classroom based or virtually

Course duration

1 or 2 days

Further development opportunities

- Introduction to Management
- Driving Performance.

What do you get?

- Workbook
- Certificate of attendance.

Course overview

This course focusses on the importance of the effective management of people within any business. It will equip delegates with the skills to professionally lead individuals or teams to improve productivity.

Who would benefit?

Managers, Supervisors and Team Leaders.

Objectives

- Develop and motivate individuals to reach their potential and enable them to fully contribute to the bottom line of the business by achieving results through others
- Develop and maintain their team so that it becomes a more effective work unit
- Manage staff performance and discipline
- Achieve operational excellence through people.



Course content

- Leading change and striving for continual improvement
- Different management & leadership styles
- Building and leading teams
- The key to getting results
- Action centred leadership
- Motivating different character types
- Assertive communication
- Dealing with conflict
- How to have the “difficult” conversations
- Questioning, listening and communication skills
- Effective time management
- Delegation
- Setting SMART objectives and targets
- Assessing your team members’ needs
- Coach, support, motivate or delegate
- 360 degree personal feedback
- Managing discipline
- Introduction to giving corrective feedback
- Performance management using the step by step approach
- Supporting and developing staff using the GROW model
- Interviewing skills
- Recruitment & induction
- Staff appraisals.

Presentation Skills



Course type

Regional or in-company

Learning format

Classroom based or virtually

Course duration

1 day

Further development opportunities

Excellence in Business Writing

What do you get?

All delegates receive all of the slides, workbooks and other supporting material. Post-course support, via email and telephone can also be provided if required.

Course overview

These days, the ability to present well has never been more important. Whether it's presenting to colleagues, giving an important speech at conference or a product demo to customers, your ability to influence and express yourself clearly is a make-or-break skill.

Who would benefit?

This workshop is suitable for those new to presenting and those who would like to brush-up on their skills. No prior knowledge is required. Suitable for those in supervisory and management positions from junior to mid-level seniority who have to:

- Deliver key note speeches
- Make presentations at conferences and events
- Present at boardroom level
- Persuade and influence colleagues internally
- Give sales presentations
- Deliver information to clients.



Objectives

Attend this workshop and you will:

- Be more confident about presenting
- Improve your delivery
- Be able to deal with tricky questions
- Build better relationships with people
- Be more influential and persuasive
- Enjoy presenting more.

Course Content

- Accepting the challenge
- Planning and organising for both small and large groups
- Brainstorming for great ideas
- Doing your research and gathering content
- Structuring your presentation and picking a focus
- Creating your presentation
- Designing powerful visual aids
- Writing effective handouts
- How best to practice your presentation
- Developing your personal style
- Engaging with audiences and building rapport
- Dealing with stress, anxiety and nerves
- Improving through evaluations
- Becoming a better presenter.

Profit Management Programme

One of the most popular courses that the BMF deliver is 'Controlling Discounts' which reflects the fact that many members are under continuous pressure to maintain and improve their bottom line.

Whilst this stand alone course may result in an improvements, the results are bound to be limited if the sales and negotiating culture within the business remains unchanged.

Staff may well be sent on a 'Controlling Discounts' course and return to the company enthused and 'fired up' to make improvements. Upon returning however, they often find that the rest of the team, including management, simply continue with bad habits and apply discount as usual.

In these circumstances it's actually quite difficult for the team member to follow through with the necessary changes in behaviour, and far more likely that they will simply 'go with the flow' resulting in limited improvement.

The BMF first ascertain that the Profit Management Programme would be suitable for the member, and providing we think we can help you; we are often then asked to tailor this programme to suit individual needs.

Typically however the programme centres around a one-day training course delivered to all customer-facing staff, after ensuring that the messages that they will receive during the training have been approved by senior management. Assistance is provided before, during and after the training to ensure that gains are achieved and maintained permanently. We draw upon significant experience of what has worked, and what hasn't worked previously for other businesses.

This programme is delivered by a specialist trainer who has spent many years in sales and management within the building supply industry, and would include the following elements:

- The difference between mark-up and the bottom line and why this is so important when pricing
- The amount of net profit that sales ultimately generate and why it is so important to protect the bottom line



- Customer 'Key Drivers' – Why customers choose to use a supplier and how these 'drivers' change over time
- Understanding the market reputation of the business the delegates work for, and how this reputation should influence pricing decisions
- Reasons to Say No! – Exploring techniques to encourage sales people to hold firm on pricing when appropriate, and knowing when to provide a discounted price
- 'The Perception of Value' - This fascinating exercise proves to delegates that their view of a product being good value or expensive is nearly always subjective and therefore should not influence pricing decisions
- 'The Boxer' – How most supplier staff view the competition and entangle themselves in to a fight they cannot win
- 'Character Type Recognition' – Another popular part of the course which involves delegates understanding their 'type' and behavioural preferences. We then look at other individual 'types' and how to modify behaviour, often only slightly but usually to great effect
- 'Negotiating Styles' – The differences between passive, passive aggressive, aggressive and assertive behaviours. Delegates will discover their own styles and learn how to be more assertive when negotiating with customers
- 'What Next?' – Delegates are encouraged to capture what they have learned and, more importantly, what they will do differently upon return to the workplace.

Staff Engagement and Retention

Course type

Regional or in-company

Learning format

Classroom based

Course duration

2 days

What do you get?

Certificate of Attendance

Further development opportunities

Driving Performance

Course overview

The costs associated with having a high turnover of staff are considerable. This is both in financial terms, and in time and effort when having to replace and train new people after key members of staff have left the business. This is a common problem across the industry and this course has been specifically designed to help meet this challenge.

Delegates will be asked to complete a Clarity 4D Personal Profile by completing an online questionnaire before attending the course. These Personal Profiles will then be used on the day to provide valuable insights when ensuring that team members are equipped and supported in the correct role within the business.

Who would benefit?

This course deals with staff engagement on an individual, team and company level and therefore it is suitable for Company Directors, Senior Management, Team Leaders and Supervisors.

It would also be suitable for the HR Professional who is considering 'rolling out' a Staff Engagement Programme across the business.



Course content

- What motivates people at work and the common factors which cause satisfaction and dissatisfaction
- Measuring staff engagement utilising various methods of calculating, monitoring and tracking
- Building successful teams and providing advancement opportunities
- How staff are both communicated with and motivated by management, and creating advancement opportunities
- Mentoring and role modelling to ensure that talent is recognised and developed
- Interview skills and appraisals and how to get the most from these formal processes
- Delegates are encouraged to consider what steps could be taken to improve levels of staff engagement, and therefore improve retention within their organisation and according to their individual needs.



Clarity4D
clear colourful communication

Internal, External Sales & Sales Support

Commercial Fast Track

Course overview

The Commercial Fast Track© is an ISM (Institute of Sales Management) accredited programme designed for people within Commercial environments who want proven techniques and skills to leverage their commercial performance.

The 'Fast Track' approach will provide you with the tactics and behaviours to:

- Achieve the commercial goals you set from the outset
- Deliver added value solutions for your Customers and Suppliers
- Apply proven tactics in a competitive changing market
- Communicate more effectively using the language of colour
- Understand the principles of 'people buy from people'
- Deliver a Commercial Enablement Plan with tangible results
- Benchmark your current knowledge, behaviours and applied tactics against the 80 Commercial Sales Tactics to support your continued development throughout the programme.

The programme will result in you stopping at various stations (as pictured) validating your knowledge and skills against six key elements of a generic Commercial process along the way.



COMMERCIAL FAST TRACK

For example, a stop-off at the 'Manage Objections' station will provide you with the learning topics including:

- Handling objections
- Clarifying techniques
- Objection prevention.

Commercial Fast Track Learning Management System

The entire programme will be administered via a dedicated Learning Management System (LMS) which you will have full access to.



The uniqueness of your dedicated LMS allows you to:

- Review each event learning objectives
- Record your personal objectives which will be reviewed by your dedicated Talent Coach before each event
- Create a series of actions to apply what you have learnt
- Provided candid feedback on each event
- Upload supporting evidence for your ISM Academic Accreditation complying with GDPR quality procedures
- Host a live chat with your Talent Coach
- Collaborate with your fellow delegates
- Enjoy the overall experience of virtual learning via "one click and you're in"
- Plus a lot more.....

Stations within the Commercial Fast Track Programme

After each station stop, you will create a series of actions to apply what you have learnt about that station topic in your workplace before you begin the journey to the next station.

As you continue the journey within the Commercial fast track programme, you will be growing your personal Commercial capability to ultimately maximise your Commercial performance.

At the end of the day it's about the results. This will be achieved by applying what you have learnt and being able to demonstrate the ISM code of practice in Commercial.

Clarity4D © Sales Behavioural Profile

Included within the programme is the Clarity4D Sales Profile © which allows you to acknowledge your personal strengths, as well as recognise your future potential as you follow a simple 'best practice' Commercial process.

The simple Commercial process has been designed to be used where there is no existing process in place currently, or is used in conjunction with an existing Commercial process and includes the following:

- Prospecting - Before the sale begins
- Identifying Needs - What the customer wants
- Present Offer - Proposing solutions
- Manage Objections - Handling resistance
- Close Sale - Secure the business
- Follow Through - Follow up ask for referrals

The profile also helps individuals to recognise the different buying preferences of their customers and gives strategies to gain more commercial and build rapport for long-term relationships.

Each delegate will receive their own personal profile.



COMMERCIAL FAST TRACK

WIIFM? (What's In It For Me?)

- Apply different techniques to maximise your commercial performance
- Develop successful strategies using a proven six step commercial process
- How to manage and maintain a commercial dashboard
- Adjust your style and approach to meet the needs of your customer
- Successfully manage your growth mindset to achieve results
- Benchmark your current commercial approach to deliver industry best practice (ISM)
- Demonstrate to ISM your applied learning to achieve academic certification

Scheduled Development Timeframe

Pre-Work

- Commercial Dashboard (templated provided)
- Colour Profile (Clarity4D ©) *
- Set-up personal GiraffePad learner account.



Delivered by
Sue Reed

Week One

- Welcome to your Commercial Dashboard and day in the life of

Week Two

- Sales behavioural colour profile (Clarity4D ©)

Week Three

- Prospecting – Before the sale begins

Week Four

- Identify Needs – What the customer wants

Week Five

- Present Offer – Proposing solutions

Week Six

- Manage Objections – Handling resistance

Week Seven

- Close Sale – Secure the business

Week Eight

- Follow Through – Follow up ask for referrals

Week Nine

- ISM accreditation criteria and 30 day commercial enablement sales plan brief

Week Ten to Fifteen applied learning via

- 30 day commercial enablement sales plan activities
- Design ISM project brief presentation

Week Sixteen

- ISM judging presentation event.



COMMERCIAL FAST TRACK

Academic Accreditation

The entire programme has purposely been designed to build on your ability and behaviours in commercial sales through:

- Personal effectiveness – managing self
- Organisational performance – delivering results
- Interpersonal excellence – developing relationships
- When you have completed the programme in full and successfully presented the outcomes of your 30-day commercial enablement plan to the ISM quality management team, you will be awarded executive EISM (Equipped to Excel) by the Institute of Sales Management.
- In recognition of recognition of this achievement, you will receive both a certificate awarded by the ISM and also have the credentials of EISM after your name.

**Programme Summary**

Course Title	Commercial fast track (EISM)	Course delivery length excluding commercial enablement sales plan and final ISM Judging event	Option 1 – Virtual over 9 weeks Option 2 – In house over 3 days
	Institute of Sales Management 'Equipped to Excel' EISM	Target audience	Anyone in a commercial role Maximum 8 delegates

Construction Process Awareness (Non-Residential Projects)

Programme type

Regional or in company

Learning format

Classroom

Programme duration

1 day

Further development opportunities

How a House is Built (Residential and RMI Projects)

What do you get?

Certificate of Attendance

Course overview

This course will help you understand the design and build process involved during a construction project. You will explore the different phases of a project from design to finishing, the different packages of work at each construction phase, and the different sub-contractors who are likely to be involved.

Different methods of build will be covered with the focus being on non-residential projects.

For each construction phase, you will identify the different applications, building contractors and different sub-contractors might encounter during each phase.

You will also explore the buying influences that could affect the purchasing decisions made by your customers, and some of the common terminology used within the industry.



Who would benefit?

Any sales person new to the construction industry, apprentices, or those wishing to improve their knowledge and understanding of the construction industry.

Objectives

To understand the construction, build process for a new build project, different construction methods and the potential influences on a purchasing decision. You will explore the different construction phases, sub-contractors and applications encountered at each phase.

Programme content

- Identify the phases of a construction project
- Explore the different packages of work at each construction phase
- Understand the different applications encountered each phase and time lines
- Understand the influences on a buying decision and the terminology used during a project.

Controlling Discounts



Course type

Regional or in-company

Learning format

Classroom or virtually

Course duration

1 day

Further development opportunities

Sales Training for Sales Representatives

What do you get?

Certificate of Attendance

Course overview

This course is designed to show delegates the best way to increase sales using telephone contact. It will allow delegates to identify telephone sales opportunities and how to turn them into profit.

Who would benefit?

Sales Office Staff, Sales Representatives, Telesales Staff, all Internal & External Sales & Sales Support Managers, Team Leaders (New & Existing).



Objectives

- Maximising the advantages of using the phone
- Being a seller not just an order taker
- Using effective verbal communication skills
- Efficiently identifying customer needs and promoting quality features as benefits
- Making an action plan to demonstrate what needs to be done differently.

Course content

- Closing the sale
- Techniques for generating a positive customer perception on the telephone
- Turning telephone enquiries into sales
- Questioning, listening and challenging skills
- Building rapport over the phone
- Demonstrating good company and product knowledge
- Understanding features and selling benefits
- Identifying customer needs to cross sell, upsell and increase an order
- Following up quotes
- Dealing with different types of customer.

Excellence in Customer Service

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

- Sales Training for Representatives
- Increasing Sales on the Telephone
- Controlling Discounts.

What do you get?

Certificate of Attendance

Course overview

This course is designed to provide delegates with a view from the perspective of the customer. Various ways of improving levels of customer service are examined, and delegates are provided with an opportunity to express views as to how both they and the company they work for can improve.

Who would benefit?

Any member of the team who has regular direct contact with customers.



Objectives

Engage staff in the process of improving service levels throughout the business. To understand the customer and themselves better, and to consider the impact they have upon the business in their role.

Course content

- What defines good and bad customer service and how delegates like to be treated
- 'How good are we?' – Examining current levels of service
- 'What's holding us back?' – Barriers to improving the customer experience
- Understanding and dealing with different types of customer
- The differences between Trade and Retail customers and how they need to be approached
- Individual negotiation styles and how this affects the customer
- Verbal and non-verbal communication skills
- Dealing with complaints and difficult situations.

How a House is Built

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

What do you get?

Certificate of Attendance

Course overview

This course will help you understand the build process involved during a residential new build or RMI project. You will explore the different phases of a residential project from design to finishing, the different packages of work at each construction phase, and the different sub- contractors who are likely to be involved.

Different types of residential new build and RMI (Renovation maintenance and improvement) projects will be covered, you will also look at mixed use, flats and retirement homes.

Modern methods of construction and the influence of legislation will be explored to establish their impact on the on the choice of product and supply source.

For each construction phase, you will identify the different applications undertaken and explore product options building contractors and different sub-contractors might consider, including potential “add-on” sale opportunities.

You will also explore the buying influences that could affect the purchasing decisions made by your customers, and some of the common terminology used within the industry.



Who would benefit?

An essential course for anyone in a customer facing role or a sales person new to the construction industry, apprentices, or those wishing to improve their knowledge and understanding of the construction industry.

Objectives

To understand the construction, build process for a residential new build and RMI project, different build types and the potential influences on a purchasing decision. You will explore the different construction phases, sub-contractors and applications at each phase, including product options and associated products to help spot add-on sale opportunities.

Programme content

- Identify the phases of a residential new build or RMI project
- Understand the influences on choice of product at design and build stages
- Explore new design and construction methods and the impact on a project
- Explore the impact of legislation on the choice of product
- Explore the different packages of work at each construction phase
- Understand the different applications and product options required by the building and sub-contractors at each phase
- Identify “add-on” sale opportunities linked to the different products sold
- Understand the influences on a buying decision and the terminology used during a project.



Increasing Sales on the Telephone

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

- Sales Training for Sales Representatives
- Controlling Discounts.

What do you get?

Certificate of Attendance

Course overview

This course is designed to show delegates the best way to increase sales using telephone contact. It will allow delegates to identify telephone sales opportunities and how to turn them into profit.

Who would benefit?

Sales Office Staff, Sales Representatives, Telesales Staff.



Objectives

- Maximising the advantages of using the phone
- Being a seller not just an order taker
- Using effective verbal communication skills
- Efficiently identifying customer needs and promoting quality features as benefits
- Making an action plan to demonstrate what needs to be done differently.

Course content

- Closing the sale
- Techniques for generating a positive customer perception on the telephone
- Turning telephone enquiries into sales
- Questioning, listening and challenging skills
- Building rapport over the phone
- Demonstrating good company and product knowledge
- Understanding features and selling benefits
- Identifying customer needs to cross sell, upsell and increase an order
- Following up quotes
- Dealing with different types of customer.

Key Account Management



Programme type

Regional or in-company

Learning format

Classroom or virtually

Programme duration

1 day

Further development opportunities

Sales training for representatives

What do you get?

Certificate of Attendance

Course overview

This sales training course will help you develop an account management plan to build lasting client relationships and maximise sales opportunities with your key accounts.

Centring on delivering business value and developing customer relationships, the account development plans fundamental purpose is to move your account relationship to a point where your customer understands the business value you bring to their organisation, while maximising your sales revenue.

Who would benefit?

Any sales person who manages relationships with large value accounts.



Objectives

To understand how to select the right key account to manage and learn how to produce an account management plan that will result in an improved relationship, deliver business value and sales revenue growth. You will understand the steps necessary to fully understand your customer, the strength of your relationships within the account and identify where you want to be and the steps necessary to get there. You will then learn how to construct an account development plan with key measures to monitor your progress.

Programme content

- Identify and define the ideal key account to manage
- Find out how to gain an in depth understanding of your chosen key account
- Understand how to improve your customer relationships
- Understand how to identify what you want to achieve with the account
- Identify how to achieve your objectives, and measure your progress
- Learn how to construct an account management plan.

Measuring Building Quantities

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

Plumbing & Heating Estimating Workshop

What do you get?

Certificate of Attendance

Course overview

The highly practical workshop has been designed to show sales staff easy to use, quick and accurate estimating techniques.

The one-day workshop is designed to develop:

- Sales staff who can estimate key products with confidence
- Sales staff who can successfully seek add on sales.

The workshop is highly practical with delegates producing accurate estimates from building drawings for:

- Foundations
- Ground floors
- External walls
- Internal walls



- Upper floors
- Pitched and flat roofs
- First fix
- Plasterboards and plasters
- Second fix
- Decking
- Block paving.

Who would benefit?

Anyone with the requirement to 'take off' materials from standard drawings or wanting to refresh their knowledge.

Objectives

- Demonstrate knowledge of drawings
- How to follow the rational construction process
- How to 'take off' materials from basic drawings.

Course content

The workshop is also a development opportunity that will allow attending delegates to examine and develop their knowledge of:

- Building techniques
- Bricks and blocks
- Cements
- And many more...



Delivered by



Principles of Merchandising

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

Sales Negotiation Techniques

What do you get?

Certificate of Attendance

Course overview

This course will provide the retailing skill of making product displays attractive to customers. It will create the visual desire to increase your customers' interest, thus increasing awareness and, inevitably, sales.

Who would this benefit?

Merchant Customer Sales Representatives.

Objectives

- Understand the benefits of a properly laid out showroom
- Explore ten steps towards effective merchandising
- How to manage promotions and create sales 'hotspots'
- Understand what makes a shelf or display look appealing and how to generate more sales and profit from the space you have
- Make practical suggestions for improving the overall shop layout according to product range
- Accurately identify customer needs and consider the 'customer flow'.



Course content

- Examples of good and poor merchandising from across the industry
- What makes a display look appealing including the areas of the display that will attract the most sales
- Positioning and grouping stock in relation to other products
- 'The customer journey' from entering the shop, browsing, being served and finally leaving, and the opportunities this provides us when merchandising
- Effective stock placement including creating 'hotspots', end of aisles and dump stacks
- Merchandising to reduce stock surplus and turn 'dead stock' in to profit
- Managing promotions without them becoming stale and boring
- Laying out the stock with security in mind to reduce stock loss and stores layout
- Considering safety issues when merchandising
- Create an ideal shop layout in teams as an exercise on the day.

The first half of this day is based upon theory and involves PowerPoint, group exercises and discussion.

The second half of the day involves delegates being split in to teams and each team re-merchandising an area of the shop. This allows delegates to put in to practice what has been learned earlier in the day.

It is therefore necessary that this course takes place at a company premises.

Proactive Sales Management

Programme type

Regional or in-company

Learning format

Classroom

Programme duration

2 days

Further development opportunities

- Sales coaching and performance management
- Management development courses
- Leadership courses.

What do you get?

Certificate of Attendance

Course overview

This course is designed to enable Sales Managers to proactively lead and motivate their team to achieve improved sales results, whilst staying ahead of the constantly changing environment experienced by businesses today.

Who would benefit?

Sales Office Staff, Sales Representatives, Telesales Staff, all Internal & External Sales & Sales Support Managers, Team Leaders (New & Existing).



Objectives

To understand the difference between being a sales manager and a sales person, you will also understand the importance of managing the sales process not just your sales team, and learn how to set clear measurable objectives to achieve improved results and develop your team. You will learn how to manage a sales pipeline, forecast, and how to create a proactive culture within your team.

Course content

- Define the role of a sales manager and understand how it differs from a sales role
- Learn how to manage the process – not just the people
- Learn how to define and set objectives
- Understand what targets to set and how to measure success
- Learn how to create and lead a proactive sales culture
- Manage your time to achieve results
- Sales pipeline management and forecasting.

Sales Coaching and Performance Management

Programme type

Regional or in-company

Learning format

Classroom

Programme duration

2 days

Further development opportunities

- Proactive sales management
- Management development courses
- Leadership courses.

What do you get?

Certificate of Attendance

Course overview

This course is designed to enable Sales Managers to effectively manage the performance of their team, and learn how to use coaching as a development and performance improvement tool.

Who would benefit?

Sales Office Staff, Sales Representatives, Telesales Staff, all Internal & External Sales & Sales Support Managers, Team Leaders (New & Existing).



Objectives

To understand the key principles of performance management and how to identify the development needs of your team. Recognise the importance of clear communication and how your behavioural style impacts on how you manage your team. You will learn how to apply simple effective coaching techniques and how to deliver feedback to help develop your team's performance.

Course content

- Recognise the key principles of performance management and how to apply them
- Understand how to identify the differing development levels of your team
- Recognise the pitfalls of failing to communicate clearly your performance expectations
- Identify how different behavioural styles impact on how you manage, motivate and coach your team
- Understand the difference between coaching and mentoring, and when to apply the different approaches
- Learn how to deliver feedback including the development needs of your team
- Practice coaching technique using an easy to follow coaching model
- Identify ways to manage the development needs of your team
- (Optional field based coaching hint and tips for external sales managers).

Sales Negotiation Techniques

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

Controlling Discounts

What do you get?

Certificate of Attendance

Course overview

This course will develop the skills and knowledge needed to be an effective sales negotiator. It will help delegates develop a win-win situation with different types of customers in different situations.

Who would benefit?

Sales Office Staff, Key Account Managers, Sales Representatives, Telesales Staff.



Objectives

- Successfully negotiate by identifying your objectives, desired outcomes and best and worst case scenarios
- Successfully negotiate through high quality communication skills
- Successfully negotiate by identifying and achieving a win-win situation with the customer
- Successfully negotiate by fully understanding the process and steps of negotiation
- Successfully negotiate by confidently dealing with tough negotiators and difficult situations
- Successfully negotiate by making an action plan to demonstrate what needs to be done differently.

Course content

- Recognising the buying motive
- Verbal communication skills: questioning, listening, challenging
- Non-verbal communication skills: body language, relative position, mirroring
- Objective setting
- Creating a win-win situation
- The steps of negotiation: context, climate, exploring, bidding, problem-solving and clinching the deal
- Dealing with objections
- 'Pushing' and 'Pulling'
- Difficult negotiations.

Sales for Sales Representatives



Course type

Regional or in-company

Learning format

Classroom or virtually

Course duration

1 - 4 day formats

Further development opportunities

Controlling Discounts

What do you get?

- Workbook
- Certificate of attendance.

Course overview

This comprehensive sales course provides new concepts and techniques so sales representatives can make the most of their time with customers. Delegates will understand how to engage with their customers better and be able to demonstrate powerful 30 second sales pitches which will maximise sales and profit opportunities.

Who would benefit?

Area Sales Managers, Sales Executives, Key Account Managers, Sales Representatives, Sector Sales Teams and pro-active sales office staff at any level, as the course length and content can be adapted to suit the delegates' experience.

Objectives

- Understand how best to develop business relationships
- To be clear on how to be more productive in your role
- Inspire delegates to be more pro-active and confident.



Course content

- Understanding the financials
- The need for selling and maximising profit
- Customer segmentation
- Providing great customer service
- The role and attributes of the sales representative
- Setting KPIs and getting results
- Critical success factors
- Time management
- Effective territory management
- The economics of a sales force
- Customer relationship management
- Understanding different customer types
- Communication skills
- Pre-sales preparation to improve performance
- Getting past the "Gatekeeper"
- Pre-qualification questions & benefit statements
- Perceived value, and hitting the sweet spot
- The sales process
- 30 second sales pitches and unique selling points
- Negotiation
- Assessing and calculating customer attractiveness
- Overcoming objections
- Closing sales & increasing basket value
- Developing a pro-active sales strategy
- Pro-active sales initiatives
- Finding new customers
- Selling more to existing customers
- Winning back lost customers
- Handling complaints.

Selling into Merchants



Programme type

Regional or in-company

Learning format

Classroom or virtually

Programme duration

2 days

Further development opportunities

- Sales training for representatives
- Sales strategy and planning
- Key account management.

What do you get?

Certificate of Attendance

Course overview

This interactive workshop will help you understand the merchant structure, the difference between independent and national merchants and how buying groups affect purchasing decisions. By the end of the workshop you will understand how to use your unique sales proposition (USP) to increase profitable business.

Who would benefit?

Any sales person engaged with selling into merchants.

This course can be adapted to help sales management develop their USP. (A consultation to understand exact training requirements will be necessary)

Objectives

To help sales staff understand how their USP will add value to a merchant, and sell the benefits. Understand how to approach different merchant types and how buying groups affect the buying process. You will learn how to overcome common objections and who within a merchant to engage with to improve sales opportunities.



Course content

- Understand the value your USP will bring to a merchant, and learn how to sell the benefits
- Understand merchant branch structure, who to target and identify what opportunities exist when selling into merchants
- Understand the merchant structure, the difference between independent and national merchants, and how different buying groups affect purchasing decisions
- Understand the buying patterns and approach of the different buying groups
- Understand the different approach required when engaging with different merchant types, the different sales roles within a merchant and who best to develop relationships with to increase sales
- Understand the different objections that could occur when selling into the different merchant types & how to overcome
- Establish how to find the best route into the merchant and get past the gatekeeper to showcase your offer
- Understand how to use your point of sale literature to position and present your offer
- Understand how to manage your internal sales team to simplify the buying process and provide the merchant excellent service.

Selling Virtually: A New Reality



Course type

Open course or for company specific minimum 6 delegates.

Learning format

Virtual classroom workshops, including:

- Group activities
- Whiteboard activities
- Break out room discussions.

Course duration

1 day

Session breakdown

- Session 1 - 09:30 – 11:30
- Break - 11:30 – 14:00
- Session 2 - 14:00 – 16:00.

Course overview

To understand the new reality of selling virtually and how to use virtual selling to maximise sales opportunities and develop relationships with new and existing customers.

2 hour virtual classroom session, 2 hour break followed by 90 min virtual classroom session.

There will be a follow up session 10 days after the workshop to discuss how they are applying what they learnt plus their challenges.

This workshop will include a workbook and pre-course work sent out prior to the virtual classroom session.



Objectives

- Understand the challenges of selling virtually
- Understand how to plan and facilitate a virtual sales conversation with single or multiple stakeholders
- Understand how to build rapport and keep the customer engaged
- Explore how to control the virtual sales environment, be authentic with presence
- Understand how to maintain sales momentum and gain a full understanding of the customer's needs
- Understand how to close a virtual meeting and gain commitment.

The Psychology of Sales

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

Sales Training for Representatives

What do you get?

Certificate of Attendance

Course overview

The role of a sales person varies tremendously within different businesses; including internal sales teams who mainly use the telephone, and external sales representatives visiting customers.

Other differences include some people being tasked with 'cold calling' for new business, and others with reviving dormant accounts. Some sales teams have more of an account management role, with responsibility for ensuring that existing customers are happy and well provided for.

With all these differences in mind and more, there is one thing that all sales staff can universally benefit from: That is an understanding of what type of sales person they are, how this will affect how they approach customers, and what drives the behaviours of the customers that they interact with on a daily basis.

The Psychology of Sales is a fascinating journey during which delegates will learn about themselves and their customers. The insights gained will help them to ask better questions, effectively define what their customer really wants and ultimately increase sales.

All delegates are asked to complete an online questionnaire before attending the course, and they then receive their unique Clarity 4D Sales Profile on the day.



Who would benefit?

Any staff whose role involves selling, either internally or externally.

Objectives

- Learn why selling has a bad reputation for many people, and the importance of having a clear sense of what it means to 'sell' to someone else
- Discover personal tendencies towards passive, passive aggressive, assertive and aggressive behaviours and understand how this will alter the responses received from customers
- Learn how to be more assertive, including defending price and being comfortable with saying 'no' when it is appropriate to do so
- Be able to identify the four different Character Types, and understand how to modify one's own behaviour accordingly
- Recognise the difference between a sales objection and rejection, and know how to overcome these effectively
- Consider the type of questions they are asking and think about how these can be improved
- Be able to apply what has been learned when back in the workplace.

The Psychology of Sales Continued...

Course content

Don't Mention the 'S' Word!

We take a look at the reputation of selling and why this is the case. The differences between transactional and relationship selling, and why it is important for the sales person to have a 'clean' perception of their role.

Negotiation Styles

Delegates will be asked to complete a questionnaire which will let them know how passive, passive aggressive, assertive and aggressive they are when negotiating with others. We also look at how this affects interactions with customers, and how to appear more assertive, even though you may not feel that way on the inside!

Character Type Recognition

Delegates will have already completed a questionnaire before attending the workshop and will receive their own personal Sales Profile. We then work on a number of exercises designed to heighten awareness of self and others: and therefore how to improve communication and influence as a result. Delegates frequently report this section as being the most useful and interesting of the whole course!



Practical Sales Skills

Delegates now have an opportunity to take what they have learned so far about the 'Psychology of Sales', and put it in to practice using a couple of practical examples. They will look at the differences between objection and rejections which every sales person will encounter as a barrier to sales, and learn how to overcome these barriers where possible.

We will also consider the types of questions attendees use on a daily basis, and discover new ways of asking a question to encourage the desired response.

What next?

Delegates are encouraged to share what they have learned, and to commit to what they will do differently in the future using a Personal Development Planner.



Clarity4D
clear colourful communication

A large blue diagonal graphic that starts from the top-left corner and extends towards the bottom-right corner, covering the left half of the slide.

Operation Roles (e.g. Logistics, Purchasing & Project Managers)

Driver CPC Training

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day (7 hours)

What do you get?

- Certificate of Attendance
- CPC Card.

Course overview

By 10 September 2019 all goods vehicle drivers will have had to have completed 35 hours of periodic training and will need to have 35 hours of refresher training during every further 5 years. BMF's approved transport advisers and its partner in the delivery of transport training are Prompt Training.

They can help you identify the most practical, efficient and cost-effective way to manage your Driver CPC training programme to suit your business requirements and drivers' training needs. We have a variety of courses available and the option to train drivers at your premises or at a range of venues nationwide.

Course content

'The Driver CPC Course' is geared toward being taken year on year, covering bite size pieces of the whole Driver CPC syllabus, whilst covering all relevant areas of a driver's daily duties. Keeping you up to date with ever changing legislation and helping to protect both driving and operator licences.

This course provides an overview of the key elements covered during a driver's daily duties. It is designed to be undertaken year on year, to consolidate knowledge by way of refresher training or act as an excellent starting point.



The course aims to reinforce the vital aspect of good customer relations and to encourage drivers to follow best practice as well as compliance standards. It details any legislation/external environment changes, providing straight forward advice and guidance, helping to protect both driver and operator licences.

Also examined will be legislative updates, including the role of enforcement authorities and possible consequences for the driver and operator in the event of non-compliance.

Drivers will be given the opportunity to gain knowledge through discussion and interactive learning, consolidating this knowledge by way of practical applied exercises.

- Driver CPC update
- EU drivers' hours
- Working time directive
- OCRS and graduated fixed penalties – VOSA and the commissioners
- Legislative changes/update
- Use of tachographs – inclusive of manual entries
- Daily walk-around checks
- Health & Safety – hazard perception – safe loading principles
- Fuel efficiency – key points
- First on scene – first aid – basic procedures
- Customer care – key points
- Summary and practical exercise.

Delivered by  prompt
COMPLIANCE

Finance for Non-Finance Managers

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

What do you get?

Certificate of Attendance

Course overview

This course is designed to give a basic but informative overview of the finance side of a business, specifically for those not directly involved in the day-to-day function of financial management.

This course is a must for anyone with the need to fully understand financial reports and is ideally suited to Managers, Assistant Managers and Supervisors who want to gain a better understanding of their P&L account.

This course is not all theory – it includes plenty of inter-active sessions using management accounts to make strategic decisions, and shares best practice on how to make the biggest difference to working capital. Delegates are also challenged to hit aspirational KPIs on their return to the business.

Who would benefit?

All managers who want to gain a better understanding of financial issues and implications of their day-to-day decisions.

Objectives

- Gain a basic understanding of finance in business
- Be able to interpret management accounts to make better, more informed decisions
- Understand the relevant KPIs and how to achieve them
- Identify critical areas that affect working capital and profitability.



Content

- Understanding the main financial statements (P&L, Balance sheet & Cash flow) to help navigate performance, position and liquidity
- Understanding the importance of cash flow, profitability & margins
- Key Performance Indicators for a typical business (including orientation & benchmarking)
- Useful calculations and terminology explanations
- The mechanics of a trading profit and loss account, including some “what if” scenarios
- Understanding how working capital affects business performance, and what elements can be influenced.

Exercises

- Where to find key information (card exercise)
- Using management information to identify trends and make strategic decisions
- “Dragons Den” exercise to illustrate how working capital affects performance
- Budgeting and creating a five-year plan
- Real-life scenario decision making exercise (optional extra-curricular).

Principles of Buying & Purchasing

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

- Principles of merchandising
- Finance for Non-Financial Managers
- Managing & controlling stock
- Reducing stock loss & shrinkage
- Warehouse & yard layout.

What do you get?

Certificate of Attendance

Course overview

This course is designed to help anybody involved in stock control & purchasing gain a better understanding of how to be effective in their role, particularly if they are in a company that has a problem with margin or slow/non-moving stock, as it offers tips and practical solutions on how to be more profitable whilst adding value to the supply chain.

Who would this benefit?

- Stock Controllers
- Store Supervisors
- ABMs
- Operations Managers
- Factory Managers.



Objectives

To give a solid understanding of the “what, why and how” of efficient stock control for those new to the role, and to give a better understanding to those already in it.

Course content

- The importance of effective stock control, including the cost of holding stock, and how stock levels affect working capital, cash flow and company profitability
- Supply & Demand: Managing stock, basic forecasting, setting & controlling stock levels, building in “Safety Stock” and calculating “Stock days”
- Making a profit: Setting selling prices, mark up and breakeven point
- Negotiating and communicating along the Supply chain
- Basic Merchandising: Positioning of stock, safe & efficient layout, managing promotions and “passive” selling
- Practical tips & solutions to problems caused by any of the above.

PROMAN Successful Project Management

Course type

Regional or in-company

Learning format

Classroom based

Course duration

5 days

Further development opportunities

Sales Negotiation Techniques

What do you get?

Certificate of Attendance

Course overview

The PROMAN 5-day development programme has been specifically designed to cover the key areas considered fundamental to successfully project lead a business project from start to finish.

The programme will equip you with a toolkit of transferable techniques and skills that inspire you to leverage both your own abilities as project lead and the abilities of the project management community you lead or work with.

The programme is structured into three phases:

- Phase One: Project initiation
- Phase Two: Project planning
- Phase Three: Project control

Benefits of attending

- To provide insight into the benefits of engaging project teams in delivering successful projects
- To provide insight into participants respective strengths and development areas when leading project activities
- To provide practical experience of applying key project leadership tools and methods
- To understand and apply PROMAN 'best practice' project management tools and methods to successfully deliver a business project on time in full within the customer, cost and service parameters.



Key Topics

- Project management health check
- Project rationale S.M.A.R.T approach
- Project kick-off
- Roles and responsibilities
- Schedule and resource management
- Project review meetings
- Communication
- Risk management
- Project life cycle
- Management of the project
- Scope management
- Procurement
- Quality & health and safety management
- Project dashboard
- Teamwork and dynamics
- Close and evaluate.

Programme Contents Include

- Canvas project
- Structure of organisations and projects
- Lessons Learned
- Life cycle
- Contexts and environments
- Governance and structured methodologies
- PESTLE
- SWOT – So, Wot
- Communication
- Leadership
- Authority levels
- Teamwork (Belbin)

- Responsibility Allocation Matrix (RAM)
- Planning for success
- Scope management
- Schedule and resource management
- Procurement
- Change control 4 P's
- Risk management
- Quality management
- Managing conflict
- Stakeholder analysis
- Tool box talk
- Health and Safety
- Kick-off meeting
- Phased plan
- Close-out project evaluation
- S.M.A.R.T. challenge
- Dashboard
 - Customer centric
 - Business
 - Team
- Application of standard templates.

Phase One: Project Initiation

This focuses on some of the contextual factors that will influence how projects may be initiated and managed. The importance of clearly defining the project's requirements is investigated at length before we detail how projects are justified through the creation of a strategically and commercially viable Business Case. Delegates go on to understand the importance of reviewing the business case throughout the project to ensure its on-going viability and to keep the project aligned with the overall objectives. This includes recognition of the key part the business case plays in on-going monitoring and reporting during the 'Implementation' phase; then how at 'Handover and Closeout' the Business Case is used to validate the deliverables and measure the success of the project. Topics covered:

- Projects initiation check list
- Organisational factors
- Governance of projects
- Project context
- Requirements management
- Business case.

Phase Two: Project Planning

Project planning is more than the creation of a Gantt chart. This module focuses on the process for defining the why, what, how, when, who and where for any project. It provides delegates with a theoretical and practical understanding of how project management planning should be approached and implemented to ensure delivery of outcomes that resolve the need and enable benefits to be realised. It helps delegates understand not only their own role in this, but all the roles involved.

We also examine how the project meets stakeholders' quality expectations whilst being delivered safely and efficiently through the effective management of risk. The workshop pays particular attention to the management of any risk that may have implications for health, safety or the environment. Throughout, the role of the tools and techniques are highlighted with particular reference to 'best practical project management principles. Topics covered:

- Creating the project management plan
- Scope, schedule and resource management
- Managing risk
- Health, safety environmental management
- Quality in projects
- Procurement.

Phase Three: Project Control

In order to deliver projects successfully, project leaders must employ effective mechanisms for monitoring and controlling progress. A number of techniques for controlling timescales, costs and change are covered in this module. We also look at various tools that will help project managers deal with stakeholders whether they are team members or other interested parties. Delegates will examine their role in applying effective stakeholder management tools to understand the environment and then the way to use it to drive appropriate management actions throughout the project. The module concludes by examining how projects can be brought to an orderly close and review team performance in a structured fashion. Topics covered:

- Monitor and control schedule and cost
- Stakeholder management
- Interpersonal skills for the project manager
- Change control
- Project handover and closeout
- Project reviews.

Reducing Stock Loss and Shrinkage

Course type

Regional, in-company or online

Learning format

Classroom based

Course duration

1 day to 1 week

Further development opportunities

- Controlling Discounts
- Controlling Stock through Process Risk Analysis.

What do you get?

- Bespoke profit protection principles poster
- Personal loss prevention action plan
- Certificate of attendance.

Shrink Academy

This effective course will increase shrinkage awareness and provide business specific action plans in identifying key loss drivers and how to mitigate their impact upon stock-loss and shrinkage thereby protection profit margins.

The course will also provide everyday measures to ensure the safety and security of colleagues and assets and gain an understanding to why theft occurs and how it can be identified/prevented at an early stage.

Who would this benefit?

Anyone responsible for the safety, stock-loss, shrinkage and security within their business/premises such as:

- Managers
- Supervisors
- Stock Control Personnel.



Objectives

- To gain an understanding of the conditions required for personnel to commit theft and how to reduce such risks
- Identify what are the key loss drivers are within your business and how to reduce their impact
- How to create a loss prevention culture within your business
- Cost-effective ways to improve security.

Course content

- Reducing the opportunity of theft and fraud from occurring
- Establish a set of profit protection golden rules
- Engagement of colleagues on implementing a loss prevention culture
- Understanding and applying the law
- How to conduct a 'colleague check' correctly
- How to conduct a colleague investigation effectively
- Understanding the benefits and limitations of security equipment
- Best practice on how to deal with a terrorist attack.

Supplier Negotiation

Programme type

Regional or in-company

Learning format

Classroom

Programme duration

1 day

This course could be run over 2 days for more senior buyers who would like to practice negotiation in a role play situation.

What do you get?

Certificate of Attendance

Course overview

This training course will help you prepare and conduct negotiations with suppliers to ensure you are fully prepared and able to negotiate a positive outcome for your business, while maintaining the supplier relationship.

You will explore the importance of preparation, having a positive objective to achieve and a clear understanding of your strategy. You will learn how to hold a positive meeting and how to anticipate potential areas of conflict to ensure you negotiate a win win position, or the best alternative to a negotiated outcome.

Who would benefit?

Any person who manages purchasing relationships with suppliers.



Objectives

- To understand how to prepare for a supplier meeting
- Understand the importance of communication skills
- How to conduct a positive negotiation
- Improve your listening and questioning skills
- Gain an understanding of how to read body language
- Understand how your behavioural style could affect the outcome
- How to be assertive, react and problem solve in a pressure environment.

Course content

- Essential planning for supplier meetings
- Key communication skills to improve clarity
- Questioning, probing and active listening
- Body language and behavioural styles
- Basic negotiation skills in a meeting setting
- Being assertive while maintaining relationships
- Practical problem solving.

Transport Training for Non-Transport Managers

Course type

Regional or in-company

Learning format

Classroom based

Course duration

1 day

Further development opportunities

- First Time Team Leader
- Finance fir Non-Finance Managers.

What do you get?

Certificate of Attendance

Course overview

This specifically designed course will provide delegates with an informative overview on the requirements for operating from one vehicle to a fleet.

This can address any concerns over legislation and requirements relating to business transport.

Who would this benefit?

Anyone with a day-to-day involvement with organising deliveries using company vehicles.

Objectives

- A clear overview of all requirements surrounding transport
- Awareness of Operator's Licence and Tachographs
- The requirements of drivers
- The law surrounding business transportation.



Course content

'O' Licence

- Who needs one? How do you get one? – Got one, what next?
- Vehicle maintenance – Vehicle inspections – Defect reporting.

Tachographs

- Analogue – Charts – How many charts should a driver have?
- Who should check the charts? – How long should they be kept?
- Digital – How do they work? – Downloading the driver's card
- Downloading the VU.

Drivers

- Get the right driver – What licence do they need? – Should they get induction training? – How often should drivers' licences be checked?

The Law

- Vehicle safety – Loading and unloading – Parking – Speeding
- Drink and Drugs – Mobile phones – What is ANPR?

Marketing Managers & Assistants

Creating and Applying a Marketing Strategy



MARKETING STRATEGY



Course type

Regional or in-company

Learning format

Classroom or virtually

Course duration

2 days

Further development opportunities

- Social Media Workshop
- Search Engine Optimisation (SEO)
- Digital Marketing.

What do you get?

Certificate of Attendance

Course overview

Having a product that solves a particular problem or a service that provides value is just one part of running a profitable business. If no one knows about it, you have a Marketing problem! And then it boils down to one question...

Do you want to create a Marketing Plan that is based on sound theory and knowledge to save you a lot of time and money in the long run?

It seems like such a simple question, but it's always amazing how many people don't get their Marketing Planning right, first time, or they don't have one at all.

This is usually because people don't understand what Marketing is or what it can actually do for a business.

If you don't have a Marketing Plan, you are effectively planning to not have any leads, sales or long-term income, therefore you don't have a business in the first place. This course focuses on building a Marketing Plan.

It will provide those within a Marketing position a general understanding as to the importance of Marketing, its position within your company and how a Marketing Plan can have an impact on company performance by building awareness and attracting your ideal customers.

Over two days you will develop a Marketing Plan specifically for your own business. You'll go through the tried and tested process with each element another building block leading to a Marketing Plan that is;

Built on sound knowledge, Actionable, Measurable, Design to provide you with an instruction manual that you can use time and time again, regardless of your situation.

If you are looking develop your Marketing skills and knowledge, this course will provide you with the tools and techniques you need to create a Marketing Plan that gets results.

Who would benefit?

- Marketing Assistants
- Marketing Executives
- Marketing Managers.

Objectives

The objective of the course is to create a Marketing Plan that can be implemented within your own business. You will learn how to utilise the SOSTAC® planning framework to form a practical and insightful Marketing Plan.

Course content

- Developing a marketing plan
- Analysing the market
- Formulating objectives that are SMART
- Strategic options available
- Tactics and implementation
- The marketing mix
- How to measure and monitor.

Digital Marketing



Course type

Regional, in-company or online

Learning format

Classroom or virtually

Course duration

2 days

Further development opportunities

- Letting your Customer Trade with you Online
- Social Media Workshop
- Search Engine Optimisation (SEO).

What do you get?

Certificate of Attendance

Course overview

There are more than 1 billion people online today. The opportunities that this figure represents are remarkable. Unfortunately, the challenge is that digital changes at an eye-watering pace.

Constantly evolving technologies, and the way your customers are using them, are transforming how people find information. These technologies are also changing the way customers research, choose and communicate with businesses and organisations.

This new, 1-day workshop will help you not only keep up but get ahead of the curve of this frenetic change....

Fast Track Digital Marketing/Digital Marketing Essentials, will give you the space and time to explore the world of digital and how all the parts fit together. During an enjoyable, interactive day, you will discover how to:

- Choose between various online marketing channels
- Understand the digital trends that will affect all businesses
- Gain a competitive edge to keep you ahead of the pack.

Course Description

Introduction: Creating a Digital Strategy

- Overview of the digital landscape and key trends
- Exploring the various digital channels and their roles
- Key components of a successful digital strategy



- Setting goals and measuring Return on Investment (ROI).

Website Design and UX

- Analysing your website's current performance
- Benchmarking against your competitors
- Understand how web visitors use websites
- Design your site for conversions.

Running and Managing SEO Campaigns

- Setting and measuring SEO goals and objectives
- A review of the latest Google algorithm changes
- Essential SEO tools for digital marketers
- Effective methods to enhance both on and off-page factors
- Explore the future of search.

Successful Email Marketing

- Challenges and issues faced by email marketers
- Managing email design and development
- Optimising and measuring email performance
- Best practice newsletter and automated email marketing.

Creating A Social Media Strategy

- Understand the rules for social media success
- How to put together a social strategy
- Measuring and benchmarking social
- A review of the social advertising
- Running ad campaigns on social media.

Web Measurement and Metrics

- An overview of the web analytics landscape and tools
- Using web analytics to benchmark and optimise cross channel marketing activity
- How to optimise website user experience and conversions.

Letting your Customer Trade with you Online



Course type

Regional or in-company

Learning format

Classroom or virtually

Course duration

1 day

Further development opportunities

- Social Media Workshop
- Search Engine Optimisation (SEO).

What do you get?

Certificate of Attendance

Course overview

This one day course will look at and help you understand how best to digitally market your organisation to your customers.

Who would benefit?

- Marketing Mangers
- IT Managers
- Business Leaders and Directors.

Objectives

- Creating multi-channel sales, fulfilment and customer service in the sector
- What are your competitors doing digitally?
- Digital success cases within a B2B market
- Why companies have failed when they didn't see digital as a priority.



New ways of working

- How can digital transform the Supply Chain & Operations?
- Establishing continuous innovation
- Transforming operational processes
- Empowering and enabling an agile workforce.

Transforming people and culture

- Why it is important to establish a digital mind-set
- Creating the mix of digital and traditional operational culture.

Driving digital transformation

- What is leadership's role in driving and sponsoring digital transformation?
- Setting priorities and key organisational messages
- How to START....

Course content

- What is digital disruption and how is it impacting the economy?
- The complexity of the building supply market
- Digital success cases within a B2B market
- Creating a customer-focused Strategy
- Success factors within B2B Digital
- Developing a digital strategy
- Driving change
- How to start the process
- The leadership challenge (driving digital transformation).



Social Media Workshop



Course type

Regional, in-company or online

Learning format

Classroom or virtually

Course duration

1 day

Further development opportunities

- Social Media Workshop
- Letting your Customer Trade with you Online.

What do you get?

Certificate of Attendance

Course overview

Social media is an established part of the marketing mix. You probably already have all the social media channels you need, and then some.

It's surprising then, that most businesses still struggle to generate a Return on Investment (ROI) from their social efforts. This new, unique workshop is designed to help change all of that.

This unique course will help you think differently about social media. You'll discover what you need to do to be successful on any platform.

The workshop will help you understand and the deep fundamentals that underpin effective digital communication. You'll then be able to apply those principles to dramatically improve the impact of your social media campaigns.

Who would benefit?

This one-day interactive workshop is for marketers, managers, social strategists, and business leaders who want to gain a comprehensive understanding of social media.



Course Program

- How social has changed the world
- How modern audiences think, act and communicate
- Key principles for business success
- Understanding the 'social' in social media
- Learn how emotions play their part
- Build your tribe
- Understanding strategy
- How to get people to trust you
- Driving customer curiosity
- Using storytelling to cut through the noise
- The social media strategy process
- Building the content machine
- No budget organic targeting.

Key Benefits

Following this training course, you will:

- Gain a comprehensive understanding of
- Social media
- Build a competitive advantage over your commercial rivals
- Understand how scale your social media marketing efforts
- Know how to design and implement effective social campaigns.

Search Engine Optimisation (SEO)



Course type

Regional, in-company or online

Learning format

Classroom or virtually

Course duration

1 day

Further development opportunities

- Social Media Workshop
- Letting your Customer Trade with you Online.

What do you get?

Certificate of Attendance

Course overview

Having a website that can be found via search engines like Google can be hugely beneficial, but simply having a website presence isn't enough.

This one day interactive workshop provides attendees with clear guidance on how and what their website needs to be doing online to generate enquiries and business.

Whether you are looking to generate enquiries or sell online via e-commerce this workshop is hugely valuable to attend.

Who would benefit?

This workshop has been designed for suppliers and merchants who want to learn more about the online world.

Whether they have an existing website and want it to be generating more business or they are about to start the process of having a website built to attract new business this workshop caters well for both.

We would recommend business Leaders, Marketing Managers, Directors and Executives to attend.



Course content

This one day interactive workshop will help you understand Search Engine Optimisation and getting listed higher up on search engines like Google.

After attending this workshop attendees will have a clear understanding of:

- Search Engine Optimisation and the process behind it
- Creating solid foundations - a blue print template in ensuring your website can be found
- How to find out what people are typing in to search engines
- Optimisation
- How Google decides which websites to place in its results
- How to optimise a website page to appear high up in the Google results
- How to ensure your website optimisation is targeted to local markets (if relevant)
- Actions that you need to carry out to help your website to be found online
- Measuring the results – tools, tricks and tips to know how to measure the time.

Additional Information

BMF Regional Centres of Excellence

The BMF continues to open Regional Centres of Excellence across the UK, each designed to give members in the local area access to BMF training and events much closer to home.

So far BMF Regional Centres of Excellence hosted by our members include:

Scotland and Ireland

Brett Martin, Newtownabbey
Keystone Lintels, Cookstown
Norbord, Stirling
Saint Gobain, Glasgow
Superglass, Stirling
Xtratherm, Navan

North East/Yorkshire/ East Midlands

John A Stephens, Nottingham
Keystone Lintels, Swadlincote
Marshalls, Stockton on Tees
SIG, Sheffield
Talasey, Doncaster
Wavin, Doncaster
Xtratherm, Chesterfield

West Midlands/ North West/North Wales

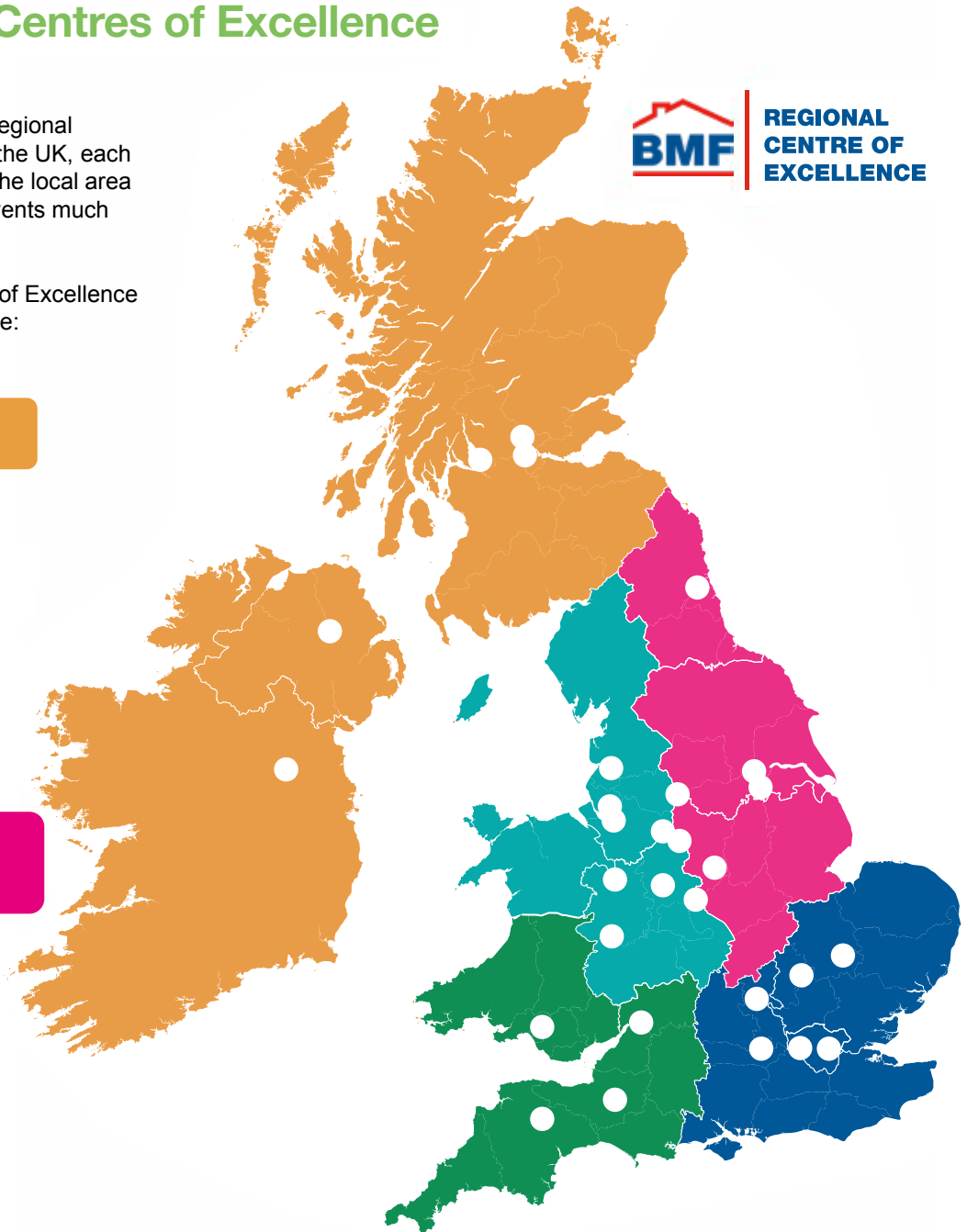
Encon, Chorley
Geberit/Twyfords, Warwick
JCB, Rocester
Page Group, Birmingham
Flamco, St Helens (opening soon)
Travis Perkins, Warrington
Worcester Bosch, Worcester

South West/South Wales

Adey, Cheltenham
Garador, Yeovil
Kellaway, Bristol
Knauf Insulation, Cwmbran (opening soon)
RGB, Tiverton
Rockwool, Pencoed

Great London/Anglia/South East

ACO, Shefford
Dulux Academy, Slough
Grundfos, Leighton Buzzard
Ideal Standard, Clerkenwell
PageGroup, London
Ridgeons, Cambridge



BMF Regional Managers

To book any of the BMF training courses, please get in touch with your Regional Manager or contact BMF Head Office. All contact details can be found below:



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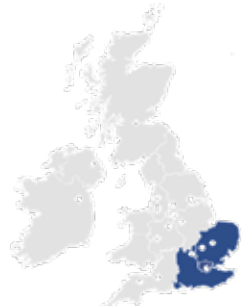
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Notes

Notes



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