



Building excellence  
in materials supply

# BMF Training Prospectus

Training support from the  
Merchant and Supply Industry Specialists



The Institute of  
Builders Merchants

The BMF. Building your people. Building your skills. Building your business. Building your voice.

Building excellence.



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### Key to symbols



**Merchants:** Training courses suitable for Merchant Members.



**Suppliers:** Training courses suitable for Supplier Members.



**Virtual Courses:** Training courses delivered to you with an online trainer.



**Online Learning:** Virtual courses where you study on your own at your own pace.



**Plumbing Courses:** Courses suitable for Plumbing and Heating.



**CPD Certified:** Courses with this symbol are CPD Certified.



**Bursary funding is accessible.**  
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# Management Development



# BMF Diploma in Merchant Management

## For the Employer – Benefits for your Business

One of the major challenges merchants face today is finding talented people who will fit-in with your ethos and produce results. This is especially the case with managers. In order to survive, develop, and grow, your business needs good managers; managers who are committed, skilled, and well qualified. But where do you find such people?

You could recruit externally of course, but this is extremely time-consuming, costly, and potentially risky. Why not look internally instead and develop the talent you already have? The BMF Diploma in Merchant Management aims to help you do exactly that!

Upon successful completion attendees will not only have shown a commitment to their continuous professional development but they will also be far better prepared to manage the business.

They will have been exposed to modern managerial thinking and attitudes. They will have considered what they need to do to develop themselves further. They will also have shared ideas directly with other managers from within the builders' merchant industry. Above all though, they will be better equipped to manage your business.

### Is it relevant?

Absolutely!

The BMF Diploma in Merchant Management is designed from the ground up to be relevant to managers and supervisors working in the builders' merchant industry.

The Diploma is open to all but is especially relevant to existing managers and supervisors (or those who aspire to undertake these roles).

### What is covered?

The BMF Diploma in Merchant Management covers a range of practical management issues including managing yourself, managing others, managing processes and managing change.

Attendees will learn not only key managerial skills but also how to apply these back at work.



### How is it structured?

The BMF Diploma in Merchant Management comprises of nine 'Learning Modules'. Successful completion of the first three Modules leads to the award of a Certificate, whilst completion of all nine modules earns the full Diploma.

Each Module is supported by distance-learning materials followed by a practical tutor-led 'workshop'.

### How is it assessed?

Individual progress is assessed via nine written papers and also during activities undertaken at the workshops.

Each paper poses questions relating to the subjects covered in a learning module and is designed to test understanding of the key concepts.

Each workshop will involve practical activities which will be assessed by the tutor. In order to complete an assessment, attendees will need to draw upon what they have learnt and also their personal experiences at work. In doing so they will demonstrate an understanding of current management thinking and attitudes.

### How long will it take?

The BMF Diploma in Merchant Management is a programme of part-time study that is designed to take minimum of 6 and a maximum of 24 months to complete, as displayed on the diagrams overleaf.



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of Builders' Merchants



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### What will be gained?

The Diploma in Merchant Management is approved by the BMF as a programme of study relevant to the industry. By successfully completing the programme participants will have gained a valuable understanding of modern management principles and will have shown a commitment to develop themselves. They will have the confidence to apply their knowledge and skills to running a branch more effectively and more efficiently.

### Diploma in Merchant Management Structure

The Diploma in Merchant Management is a structured programme of study divided into a number of themes and topics, as shown below:

Successful completion of Part A results in the award of a Certificate in Merchant Management. Those who go on to successfully complete Part B as well are awarded the more prestigious Diploma in Merchant Management.

Part A	Award	Theme	Content	Ref	Format
6 Months	Certificate	Principles of Merchanting	Managing Stock (Part 1)	C6	Knowledge based
			Finance (Part 1)	C5	Three sets of learning materials
		Managing Others	Customer Care	C4	Three contact days
			Leading The Team	C3	Multiple choice and short written assessments
		Managing Yourself	Effective Communication	C2	Including Motivation
			Personal Organisation	C1	Including Time Management
Part B	Award	Theme	Content	Ref	Format
One Year	Diploma	Managing Change	Managing Projects	D6	Theme based
			Strategic Thinking	D5	Six sets of learning materials
		Managing Processes	Managing Stock (Part 2)	D4	Six contact days
			Finance (Part 2)	D3	Written and practical work-based assessment
			Performance Management	D2	
			Personal Effectiveness	D1	Including Building Resilience





# BMF Management Development Programme

## Overview

“A totally re-vamped and up-to-date programme of training that is suitable for all levels of management.

Traditional training programmes can be rigid and inflexible with the focus of covering set subjects rather than developing the required knowledge, skills and attitudes of the attendees. The Management Development Programme (MDP) is not like that at all! Instead it adopts a totally flexible, modular approach that meets learning needs at all management levels.

## Three Learning ‘Tiers’

Each learning tier is ideally suited to a particular subject area and learning style.”

### Tier 1 – Seminar Style

Where we overview key management concepts through tutor-led presentations and group discussions.

### Tier 2 – Classroom

Where we delve a little deeper and explore each subject through individual and group activities.

### Tier 3 – Workshop

Where we focus on reinforcing the learning through practical activities.

“No matter what your management level, or need, the MDP has something for you.”

“The new-style MDP is the perfect complement to the Diploma in Merchant Management.”

Not everyone has the time to commit to a long programme of study, or the wish to undertake assessments. This is where the MDP becomes a very attractive option

## A Six Point Approach

- Modern Thinking
- Half-day Modules
- Any Module Mix to Suit You
- Learning Styles to Suit All
- Any Group Size up to Twelve
- Any Duration to Suit You



“Each of the six-points are not special in themselves but, when combined with all the others, they result in a very special programme indeed.”

The Six-Point Approach allows us to create unique, custom programmes that suit all levels of management.

The benefits of this approach, compared to a conventional ‘one size fits all’ method, are numerous.

For one thing, the new MDP can be scheduled to run over a time that suits you, rather than the provider.

“The aim of the MDP is to accelerate learning and development whilst minimising any disruption to the business”

## The Benefits to You

More effective Training – Flexible Timescales – Customer Subject Choice – Minimum Disruption – Faster Learning – Embedded Skills and Attitudes.

“The new-style MDP is totally customisable in terms of content, timescales and approach”

Different people learn in different ways so the new MDP is based on a three-tier approach to learning. Modules can be delivered as a seminar, as a conventional course or as a hands-on workshop.

In this way the programme aims to accelerate learning and embed the essential skills, knowledge and attitudes needed to manage a modern builders’ merchants.



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# BMF Branch Management Forum

## Event Overview

The BMF Branch Management Forum is specifically designed to help Branch Managers, and those aspiring to branch management, to run their branches more effectively and improve performance in every aspect.

**Please be aware that this forum is only available to merchant members.**

John Newcomb, BMF CEO said: “This is a hugely exciting venture for the BMF. Branch Managers are the lynchpin of the industry and this forum was created specifically for them. We are lining up a fantastic range of speakers to stimulate new thinking and galvanise action when delegates return to their branches.”

## Event Content

The BMF has brought together an impressive range of industry experts to share their knowledge on a wide variety of branch-related subjects, including:

- Manager’s Role in Health & Safety
- Increasing Sales Margins
- Employment Law
- Leadership and Management
- Digital Marketing
- Mental Health & Wellbeing
- BMF Training Taster Workshops
- Product Masterclasses
- and much more...

The 2 day event includes a truly inspirational speech from Retired Lieutenant Colonel Stewart Hill. Stewart will deliver an amazing insight into his achievements where he reflects the significance of teamwork, trust and communication and how life’s obstacles can be met head on and be overcome.



## Testimonials From Last Two Forums

### Kevin Johnston, BPS Ltd

‘I have to say it one of the best I’ve attended...’

### Philip Long, John A Stephens

‘The forum had a really good balance of topics covering a wide range of areas and provided plenty of opportunities for networking.’

### Colin Meadows, Building & Plumbing Supplies

‘Highly Recommend this to anyone who is looking to understand our industry, its standards or the areas in which we excel over other sectors.’

A well-rounded event, some great speakers, their first hand knowledge and experiences helped me see areas can improve on and push the envelope more. Many thanks all at BMF.’

### Anthony Rose, Chandlers Building Supplies

‘I enjoyed every moment of it. My highlight of the two days would be the motivational talks.’

### Danny Sullivan, Huws Gray Ridgeons

‘Quality of speakers was very good.’

### Barry Herlock, Travis Perkins

‘The content was excellent; It was useful to talk to other Branch Managers from other parts of the industry especially as for the most part we were all from different backgrounds.’





# 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.



## Essential Sales Skills

### Course type

Regional, in-company Learning format Classroom based or virtually

### Course duration

2 Days

### Further development opportunities

Sales Training for Sales Representatives

### What do you get?

Certificate of Attendance

### Course overview

This engaging and interactive workshop explores the fundamental skills for internal sales staff that are essential in the modern marketplace.

Elements of 'Increasing Sales on the Telephone' and 'Maximising Margin', both BMF courses in their own right, are included in this highly popular course.

### Who would this benefit?

Any member of an internal sales team.

### Objectives

Assist individuals to fully appreciate the reasons customers choose their merchant of choice, and to confirm that price is only one of the factors involved.

To help staff understand and deal with different types of customer, whilst being aware of their own character type and negotiation style.

Increase confidence when negotiating and when handling difficult situations. Provide practical assistance to become a sales person and to not just be an order taker.



### Course content

- What customers really want from their merchant of choice
- What your prices represent and how they reflect the market reputation your business has been built upon
- The importance of understanding the difference between 'mark up' and 'margin'
- The Perception of Value' and why this is subjective, and not making pricing decisions according to your own perceptions
- 'Pushing and Pulling – Practical negotiation skills, how to hold firm when asked for a better price, and knowing when and how to discount effectively
- Understanding customers better utilising
- Character Type Recognition
- Recognising your own Character Type and how this will affect your selling style and how people react to you
- Handling objections and asking for the order confidently but without being pushy
- Following up quotes by the use of intelligent questioning and not simply chasing customers for an answer
- Verbal and non-verbal communication skills including the use of body language
- Dealing with complaints and difficult situations in a confident and assertive manner.

The above is not an exhaustive list of content and where possible, we are happy to amend and alter this course to meet specific needs.

## Margin Development Programme

One of the most popular courses that the BMF deliver is 'Maximising Margin' which reflects the fact that many members are under continuous pressure to maintain and improve margins.

Whilst this stand alone course may result in an improvement in margins, the results are bound to be limited if the sales and negotiating culture within the branches, and indeed the business remain unchanged.

Staff may well be sent on a 'Maximising Margin' course and return to the branch enthused and 'fired up' to increase margins. Upon returning however, they often find that the rest of the branch 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 Margin Development 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 margin gains are achieved and maintained permanently. We draw upon significant experience of what has worked, and what hasn't worked previously for other merchants

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

- The difference between mark-up and margin 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 margins
- Customer 'Key Drivers' – Why customers choose
- 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 merchant 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.

“ Please think of this course as an essential driver to delivering both sales and margin enhancement within your organisation resulting in both continuous improvement and cultural change.

**Ian Haldane**  
Chairman, Haldane Fisher





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# Leadership

# Better Banter: Humour or Harassment?

## Course type

Regional, in-company

## Learning format

Classroom based or virtually

## 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? What a fun- sponge! Not quite – we enjoy a fun working environment as much as the next person but understand more than most the costs when 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 out 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...

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# Developing Leadership Skills for Supervisors

## Course type

In-company only

## Learning format

Classroom based

## Course duration

3 Days

## Further development opportunities

- Driving Performance
- Diploma in Merchant Management.

## What do you get?

Certificate of Attendance

## Course overview

This course is designed to introduce an individual into the world of supervision.

It shows how to effectively gain results through the development and leadership of others. This course will assist delegates to make a positive transition into what is bound to be a more responsible role within the business.

## Who would this benefit?

- Newly promoted or soon to be promoted
- Supervisors who have a responsibility for staff.
- Supervisor's who would benefit from some support and guidance to help them manage their role.

This could include:

- Yard Supervisor
- Trade Counter Supervisor
- Showroom Supervisor
- Office Supervisor
- Department Managers
- Transport Supervisors
- Trainee Managers or Supervisors.



## Objectives

- Provide delegates with an understanding of their individual management style
- Explore and consider different styles of leading teams
- Learn how to manage time effectively
- Appreciate the importance of delegation and not 'just doing it yourself'
- Communication skills and how to motivate others
- Managing under-performance and setting fair and consistent objectives.

## Course content

- The role of the Supervisor, areas of responsibility and what management means to you
- Leadership styles and the impact this has upon others
- Understanding yourself and others utilising Character Type Recognition
- Motivation of others and building teams
- Time management including prioritising what is important
- S.M.A.R.T objective setting
- Improving communication including giving positive and critical feedback. Negotiation Styles and Passive, Aggressive and Assertive behaviours
- The step-by-step approach to Performance Management
- Handling difficult conversations and why they should not be avoided.





## Data Protection

### Course type

Regional, in-company

### Learning format

Classroom based or virtual

### 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
  - o Notification
- Individual rights
  - o Access
  - o Rectification
  - o Erasure
  - o Informed

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# Driving Performance

## Course type

Regional, in-company

## Learning format

Classroom based or virtually

## Course duration

½ Day

## What do you get?

Certificate of Attendance

## Course overview

Is 'OK' alright? Is 'acceptable' enough? Have you agreed what 'sufficient' means? Has your business defined what 'great' looks like? Inconsistency, bias, lack of transparency, inexperience and lack of direction often contribute to a culture that accepts ordinary performance. High performing teams drive high performing businesses but ensuring proactive and productive performance routines are maintained in your business can be a challenge. Our practical, fast-paced training will provide you with the tools, knowledge and insight needed to develop high performing teams.

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 this 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 to promote a proactive performance culture or upskill your managers to ensure they understand what a great performance routine looks like and have the tools to execute it.



## Objectives

Running this session, you'll:

- Understand the importance and effectiveness of probationary period
- Know how to create clear job roles and accountabilities
- Be able to set SMART objectives and KPIs
- Understand informal and formal performance discussions
- Be able to deliver difficult feedback
- Learn to manage ego, personalities and difficult employees
- Be able to deal with performance alongside another formal process.

## Content

- Understand how great leaders get it right
- What happens before employment
- How you support performance in the 1st 100 days of employment
- Conducting probationary reviews
- Carrying out informal performance discussions
- Setting SMART objectives
- What a formal performance process looks like
- And many more...

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# Effective Time Management

## Category

Management / Leadership

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day

## Further development opportunities (other courses)

- Diploma in Merchanting

## What do you get?

Workbook and Certificate of attendance

## Course overview

Time management skills are essential to your success. One of the seven habits of highly effective people, it's the single biggest step you can take to improving efficiency and living a more balanced life. It enables you to become more effective by identifying and focussing on the activities that give you the greatest return. This course will help delegates reach a higher level of concentration, focus, self-esteem, and ultimately achieve more from their day.

## Who would benefit?

Branch Managers, Assistant Managers, Sales Managers, Department Managers, Yard Supervisors etc



## Objectives

- Identify your personal time stealers and their root causes
- Learn to prioritise work properly using the “Urgent / Important” matrix
- Complete tasks on time through proper planning and delegation

## Course content

- The importance of successful time management
- Productivity KPIs
- The key principles of time management
- Common time wasters...and what to do about them
- Using a daily log to record progress & distractions
- How to be both efficient and effective, including analysis of your key objectives
- Achieving a satisfactory work / life balance
- Taking control of admin & e:mails
- The do's & don'ts of delegation
- Handling interruptions & procrastination
- Prioritising work effectively
- Developing your personal time management plan
- Next action steps

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# From Hello to Goodbye

## Category

Business Improvement

## Course type

In-company

## Learning format

Branch based

## Course duration

1-day

## Further development opportunities (other courses)

- Essential Sales, Margin & Customer Service
- Stock Management
- People Management

## What do you get?

Strategic report

## Course overview

Following an initial discussion to confirm your required outcomes, our industry-specific consultant will visit branches of your choice to determine the level of service that is being provided to your customers. This will often include identifying lost sales opportunities and may involve looking at other areas of branch performance as requested.

A structured report will be issued and discussed with all stakeholders during the debriefing, highlighting areas in which improvements can be made, along with suggestions as to how these can be implemented.

If required, we can assist with rolling out the improvements and agreed changes across the whole company culture, and this may lead to the delivery of a bespoke training package as a result.

## Who would benefit?

Any business that would like an honest, un-biased view of how well they are dealing with customers from an industry specialist.



## Objectives

- This initiative is designed to help improve the customer experience in branches, and therefore increase profits

## Course content

Designed specially for your business, content often includes.

- First impressions and addressing your target market
- Customer flow including signage
- Customer engagement, including greeting and how they were served
- Yard and shop layout, and positioning of stock to increase profits
- Maximising the returns from the displays
- Effective communication to enable better customer service
- Missed sales opportunities
- How complaints are handled
- Feedback from your customers

# 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
- Diploma in Merchant Management.

## What do you get?

Certificate of Attendance

## Course overview

A three day regional management course or a choice of selecting the content to personalise an in-company course of between two and five days.

This course 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 also 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.



## Key Results

Develop and improve:

- Personal effectiveness skills and attitudes
- People management skills
- Key skills in the major operations of branch and sales management
- Understanding of business finance and information management.

## Content

### The role of the manager

An opportunity to discuss personal circumstances and boundaries of authority. Includes defining the role of the manager.

### Leadership styles and understanding others

Theory 'X' and theory 'Y' and the resulting mindsets. An introduction to Character Type Recognition also provides an understanding of the four main character types, and their corresponding strengths and weaknesses.

### Motivation of others and building teams

Leading on from the previous session, this includes assessing your team's needs, and how to build strong teams by having the correct people in the right jobs. Includes modifying behaviour according to the type of person you are communicating with.

### Managing change

Leading change positively and the importance of doing so with courage and conviction.

## Managing for Success Continued...

### 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.

#### Objective setting

- Applying the SMART principle to ensure you get the best from your staff.

#### Effective delegation

- What can and can't be delegated and the difference between delegation and abdication. Delegates will be encouraged to discuss real scenarios and how it affects them.

#### 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

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

#### Recruiting staff

- 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.

#### Managing customer expectations

- Looking at the delegate's customer base, (some Head Office staff may be present), what motivates them and the best way to communicate with them to ensure co-operation.

#### 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.



# Managing Sickness Absence

## Course type

Regional, in-company

## Learning format

Classroom based or virtually

## 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

- 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...

Delivered by

# Halborns.

# People Management Skills

## Course type

Regional, in-company Learning format Classroom based or virtually

## Course duration

2 Days

## Further development opportunities

- Driving Performance
- Diploma in Merchant Management.

## What do you get?

Certificate of Attendance

## Course overview

This course focuses on the importance of the effective management of people within any business.

It will equip Managers with the skills to professionally lead individuals or teams, whilst maintaining productivity and meeting company objectives.

## Who would this benefit?

Team Leaders, Supervisors and Managers that have a direct responsibility for managing people. This could include:

- Yard Foreman
- Trade Counter Supervisor
- Office Manager
- Transport Manager
- Showroom Manager
- Assistant Manager
- Branch Managers.

## Objectives

- Develop and motivate individuals to realise their potential and enable them to contribute fully to the business
- Develop and maintain the team so that it becomes a more effective work unit
- Manage staff performance and discipline
- Develop and improve verbal and non-verbal management communications.



## Course content

- The role of the manager and boundaries of authority
- Why manager's accept poor performance and how his can adversely affect the individual, the team, the business and the manager
- Motivating others and building teams
- Understanding yourself and others utilising Character Type Recognition
- Understanding the impact of your personal management style and how to modify your approach, usually only slightly but often to great effect
- Negotiation Styles including Passive, Aggressive and Assertive behaviours
- Dealing with conflict in a calm and assertive manner
- Communication skills and providing positive and critical feedback
- The importance of effective delegation and objective setting
- Handling difficult conversations and why they should not be avoided
- The step-by-step guide to Performance Management Recruitment and induction
- Training staff and staff appraisals.



# Staff Engagement and Retention

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

2 Days

## Further development opportunities

- Driving Performance

## What do you get?

Certificate of Attendance

## 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 and Branch Managers.

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
- Customer Type Recognition and the importance of having the right person in the correct role
- Negotiation Styles and how this will impact upon a team
- 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



# Yard Foreman's Toolkit

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

2 Days

## What do you get?

Certificate of Attendance

## Course overview

The Yard Foreman can be overlooked for formal training, but will often be one of the team members that would benefit most from external support. This individual will usually have been promoted because they were a hard worker, but this particular attribute alone is not enough to succeed when managing others.

The course is designed with the target audience in mind, who may well not be used to the classroom environment. Emphasis is placed less upon theory, and more upon relevant and practical examples of how to get the best from your team.

## Who would benefit?

- Yard Foremen
- Yard Supervisors
- Managers of external departments.



## Objectives

To provide delegates with practical assistance and support with the three main challenges facing them: The effective management of the yard area, the management of others and providing good customer service.

## Course Content

- The role, and the difference between managing and leading teams
- Leadership styles and how you are perceived by others
- Time Management – why some people seem to get more done than others and dealing with people who waste your time.
- Setting SMART objectives and realistic goals to ensure success
- Understanding how to motivate and interact with different types of people
- Performance Management and the step-by- step approach, including when to seek input and advice from Branch Management
- What can and can't be delegated and the difference between delegation and abdication
- Providing good customer service whilst managing yard operations.



# Business Diagnostic & Video Mystery Shop

## Category

Business Improvement

## Course type

In-company

## Learning format

Branch based

## Course duration

1-day

## Further development opportunities (other courses)

- Essential Sales, Margin & Customer Service
- Stock Management
- People Management

## What do you get?

Strategic report

## Course overview

86% of business owners & managers believe their customer service is excellent – Only 6% of customers agree!! Following an initial discussion to confirm your required outcomes, and signing a non-disclosure agreement, our industry-specific consultant will conduct a financial analysis of your business, benchmarking KPIs against best-in-class examples from the sector, and video mystery shop branches of your choice to determine the level of service that is being provided to your customers. This often highlights lost sales opportunities, incorrect stock levels or even people management issues.

A strategic report will be issued and discussed with all stakeholders during the debriefing, highlighting areas in which improvements can be made, along with suggestions as to how these can be implemented (often this means a bespoke training package and, if required, the videos can be used for this purpose).



## Who would benefit?

Any business that would like an honest, un-biased view of their strengths, weaknesses, opportunities & threats.

## Objectives

- Improve bottom line profit through sales, margin cost and operational efficiencies.

## Course content

Designed specially for your business, content often includes:

- First impressions including yard / shop layout, customer flow and signage
- Branch safety standards
- Range of products
- Quality of products / Product storage
- Speed of service
- Ease of ordering process
- Customer engagement
- Product knowledge
- Pricing
- Level of pro-active selling
- Handling of complaints

# Managing Conflict With Confidence

## Category

Management development / Leadership

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day

## Further development opportunities (other courses)

- People Management Skills
- Managing for Success
- Diploma in Merchanting

## What do you get?

Workbook and Certificate of attendance

## Course overview

We can't compete externally if we can't collaborate internally, so this course allows delegates to take a closer look at their own management and communication styles so they can achieve continual improvement in their teams. Delegates will learn how to deal with difficult people, and how to get the best out of their "rock stars".

## Who would benefit?

Branch Managers, Assistant Managers, Team Leaders, Supervisors, Area Managers, or anybody with responsibility of line management.

## Objectives

- Give staff more confidence to call out under-performance at stage one
- Improve communication through better use of questions & more effective listening
- More assertive behaviour and improved productivity



## Course content

- Understanding the value of conflict versus harmony
- Retaining an objective view and not get emotionally involved
- A look at the delegate's concern for the task versus their concern for the people
- Dealing with aggressive behaviour
- The difference between firm management and bullying
- Parent, Adult and Child ego states
- Breaking the "parental manager" trap
- Understanding different character types
- Dealing with sensitive, underlying issues (the elephant in the room)
- Identifying good performance using effective delegation & SMART objectives
- Identifying when good performance has not been achieved
- Identifying the reasons for the shortfall (ability, knowledge, skills, attitude etc)
- Having the difficult conversation and agreeing a plan to address the shortfall
- Monitoring progress and giving feedback
- Taking formal action when appropriate.





3

# Sales

# Client Sales Fast Track

## Course overview

The Sales Fast Track is an ISME (Institute of Sales Management Education) accredited programme designed for all people within Sales who want proven techniques and skills to leverage their sales performance. The programme's kudos will ensure sales is recognised as a profession in its own right, supported by industry knowledge and award-winning experts.

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

- Achieve the sales goals you set from the outset
- Deliver added value solutions for your customers
- Apply proven sales tactics in a competitive changing market
- Communicate more effectively using the language of colour
- Understand the principles of 'people buy from people'
- Deliver a 30-Day sales plan with tangible results

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

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

- Handling objections
- Clarifying techniques
- Objection prevention



## Stations within the Sales Fast Track Programme

After each station stop, you will create an action plan 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 sales fast track programme, you will be growing your personal sales capability to ultimately maximise your sales 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 ISME code of practice in sales.

## Clarity 4D

Included within the programme is the Clarity4D Sales Profile© which allows salespeople to acknowledge their own personal strengths, as well as recognise their future potential as they follow a simple 'best practice' sales process.

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

- Prospecting
- Identifying Needs
- Present Offer
- Manage Objections
- Close Sale
- Follow Through.

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

Each delegate will receive their own personal Clarity4D Sales Profile.

# Client Sales Fast Track

## Scheduled Development Timeframe

- Pre-Work – Clarity4D Sales Profile Questionnaire and Sales Dashboard
- Week One – Welcome
- Week Two – Prospecting
- Week Three – Identifying needs
- Week Four – Present offer
- Week Five – Manage objections



## Academic Accreditation

The entire programme has purposely been designed to build on your ability and behaviours in 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 sales plan to the ISME Quality Management Team, you will be awarded Executive EISM (Equipped to Excel) by the Institute of Sales Management Education.
- In recognition of this achievement, you will receive both a certificate awarded by the ISM and also have the credentials of EISM after your name.

## What's in it for me?

- Apply different techniques to maximise your sales performance
- Principles of 'Project Maker' to maximize sales and margin
- Discover the art of selling using a proven six step sales process
- How to manage and maintain a Sales Dashboard
- Adjust your style negotiation tactics and approach to meet the needs of your customer
- Successfully manage your Growth Mindset to achieve results
- Benchmark your current sales approach to deliver industry best practice
- Demonstrate to ISME your applied learning to achieve academic certification

## Your Winning Development Team

The Sales Fast Track Programme is delivered in partnership with:



## Programme Summary

<b>Course Title</b>	Sales Fast Track (EISM)	Course delivery length excluding 30 days Sales Plan	Option 1 – Virtual over 7 weeks Option 2 – In house over 3 days
<b>Academic Recognition</b>	Institute of Sales Management 'Equipped to Excel' EISM	Target Audience	Anyone in a sales role Maximum 8 delegates



# Increasing Sales on the Telephone

## Course type

Regional, in-company Learning format Classroom based or virtually

## Course duration

1 Day

## Further development opportunities

- Sales Training for Sales Representatives
- Maximising Margin.

## 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 this benefit?

Any member of staff new to selling over the telephone, experienced staff looking for new ideas to increase their effectiveness.

## 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 customers.





# Key Account Management

## Course type

Regional, in-company Learning format Classroom based or virtually

## Course duration

1 Day

## Further development opportunities

Sales Training for Sales 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. Centering 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 this 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.



## Course 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.

# Maximising Margin

## Course type

Regional, in-company

## Learning format

Classroom based or virtually

## Course duration

1 Day

## Further development opportunities

Sales Negotiation Techniques

## What do you get?

Certificate of Attendance

## Course overview

It is all too easy to discount to ensure you get the business, but have received the order anyway? How many of your staff are unaware of the implications of discounting the sale? Margin erosion is a key problem affecting the bottom line and with the pressures of the customer expecting discounts, Maximising Margin should be a key focus for the business.

## Who would this benefit?

All staff that have face to face or telephone contact with customers. This could include: Counter Supervisor, Counter Staff, Sales Office Manager, Sales Office Staff and Managers and External Sales People wishing to tighten margin management.

## Objectives

Maximise margin by:

- Understanding the key elements that affect profit
- Understanding the costs and benefits of discounting
- How your prices represent the service offering and set you apart from the competition
- Recognising opportunities to increase margins
- Provide staff with the confidence to 'hold their ground'
- Using effective sales skills and being a seller, not just an order taker
- Making an action plan to demonstrate what needs to be done differently.



## Course content

- The difference between mark-up and margin and why this is so important when pricing
- Knowing when to discount and when to 'hold your ground' and how to counter price pressure from customers
- Customer 'Key Drivers' – Why customers choose to use a merchant and how these 'drivers' change over time
- 'The Perception of Value' – This fascinating exercise proves to delegates that their own view of something being good value or expensive is nearly always subjective, and therefore should not influence pricing decisions
- 'The Boxer' – How most merchant staff view the competition and entangle themselves in to a fight they cannot win
- 'Character Type Recognition' – A popular part of the course which involves delegates understanding their 'type' and behavioural preferences. We then look at other individuals 'types' and how to modify behaviour, often only slightly but usually to great effect
- '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
- 'Negotiating Styles' – The difference between passive, passive aggressive, aggressive and assertive behaviours. Delegates will discover their own styles and learn how to be more assertive when dealing with customers
- Securing add-on sales and up-selling
- 'What Next?' – Delegates are encouraged to capture what they have learned, and more importantly, what they will do differently upon return to the workplace.



# Sales Negotiation Techniques

## Course type

Regional, in-company

## Learning format

Classroom based or virtually

## Course duration

1 Day

## Further development opportunities

Maximising Margin

## 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 this benefit?

- Sales Office Staff
- Counter Staff
- Sales Representatives
- Telesales Staff.

## Objectives

- Successfully negotiate by identifying objectives, desired outcomes and best and worst case scenarios
- Increase sales by negotiating utilising high quality communication skills
- Successfully negotiate by identifying and achieving a win-win situation with the customer
- Be confident when dealing with tough negotiators and difficult situations
- Making an action plan to demonstrate what needs to be done differently.



## Course content

- Understanding the reasons people buy and not simply assuming that price is always the most important factor
- What your price represents and the statement this makes about you and the business
- Negotiating with clear purpose and being confident to 'walk away' from business which is not profitable and in the best interest of the company
- 'Negotiation Styles' – the difference between passive, passive-aggressive, aggressive and assertive behaviours. Delegates will discover their own 'Negotiation Style' and learn how to be more assertive when dealing with customers.
- The different types of characters we meet on a daily basis and how they will all negotiate differently
- How to adapt our own behaviour according to the person we are negotiating with.
- Verbal communication skills – practical assistance with questioning, listening and challenging skills
- Non-verbal communication skills – a popular session which highlights the importance of the correct body language if you are to be taken seriously by the customer
- Creating a win-win situation to keep all parties happy and encourage the customer to place the order
- Handling objections and asking for the order without appearing to be pushy
- Dealing with difficult negotiations in a confident and assertive manner.

# Sales Training for Sales Representatives

## Category

Sales, Margin & Customer Service

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day to 3-day options

This programme could be bespoke to your business selecting options from 1-3 days.

## Further development opportunities (other courses)

- Key account management

## What do you get?

Workbook and Certificate of attendance

## Course overview

This comprehensive sales course provides 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?

Sales Representatives, Area Sales Managers, Key Account Managers, Sales Executives, Sector Sales Teams, and any pro-active sales office staff.

## Objectives

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



## Course content

This course includes everything from the “Salesperson’s ATO” plus:

- The role & attributes of a professional salesperson
- Critical success factors – hitting the sweet spot in terms of perceived value
- The economics of a sales force – understanding cost & outcomes per call
- Setting KPIs and getting results
- Time management
- Effective territory management – fish where the fish are
- Preparation to improve performance - benefit statements & pre-qualification questions
- The 30 second sales pitch / Getting past the gatekeeper
- Key Account Management
- CRM - Customer segmentation by revenue, profitability, recency, frequency, and basket type
- Portfolio management - assessing and calculating customer attractiveness
- Developing a pro-active sales strategy
- Sales initiatives to finding new customers
- Win back lost customers (3% increase in customer retention is equal to a 25% increase in profit)
- Selling more to existing customers - it costs five times as much to attract new customers than to retain an existing one.





# Essential Sales, Margin & Customer Service (Bespoke your programme)

## Category

Sales, Margin & Customer Service

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

2 days (optional bespoke timeline)

## Further development opportunities (other courses)

- Key account management
- Sales for Sales Representatives

## What do you get?

Workbook and Certificate of attendance

## Course overview

This comprehensive added-value course links great customer service and profitable sales. It takes a closer look at the most common bad pricing habits and suggests solutions to overcome these.

Many delegates have autonomy to trade on price, yet don't fully understand the implications of their actions. This module challenges habitual discounting and ensures that students understand the cost of concessions and the level of extra business needed to replace monies traded away.

Delegates will gain the confidence & know how to increase their personal sales & margin contribution by an average of 3%, which means that training is effectively self-funding!



## Who would benefit?

Any sales or customer facing staff from new starters to Branch Managers and Sales Representatives.

## Objectives

- Build delegate confidence to trade profitably
- Understand the importance of customer service and key elements that affect profit
- Understand the different ways of improving margins to strengthen your company's performance

## Course content

Depending on your business requirements and the delegate's level of experience, we select from the following.

- Orientation – a look at why we are here, and to establish the need for change
- The difference between mark-up, margin, gross profit, and net profit, and how to calculate selling prices correctly (over 50% of delegates unknowingly leave money on the table by calculating this incorrectly).
- Understand the costs of discounting, and the value of sales needed to recover
- A look at the most common bad pricing habits and where we leave money on the table
- Customer-centricity: A look at what customers want / don't want from their merchant of choice
- Understanding the different customer segments (core trade, retail, regional, national etc)

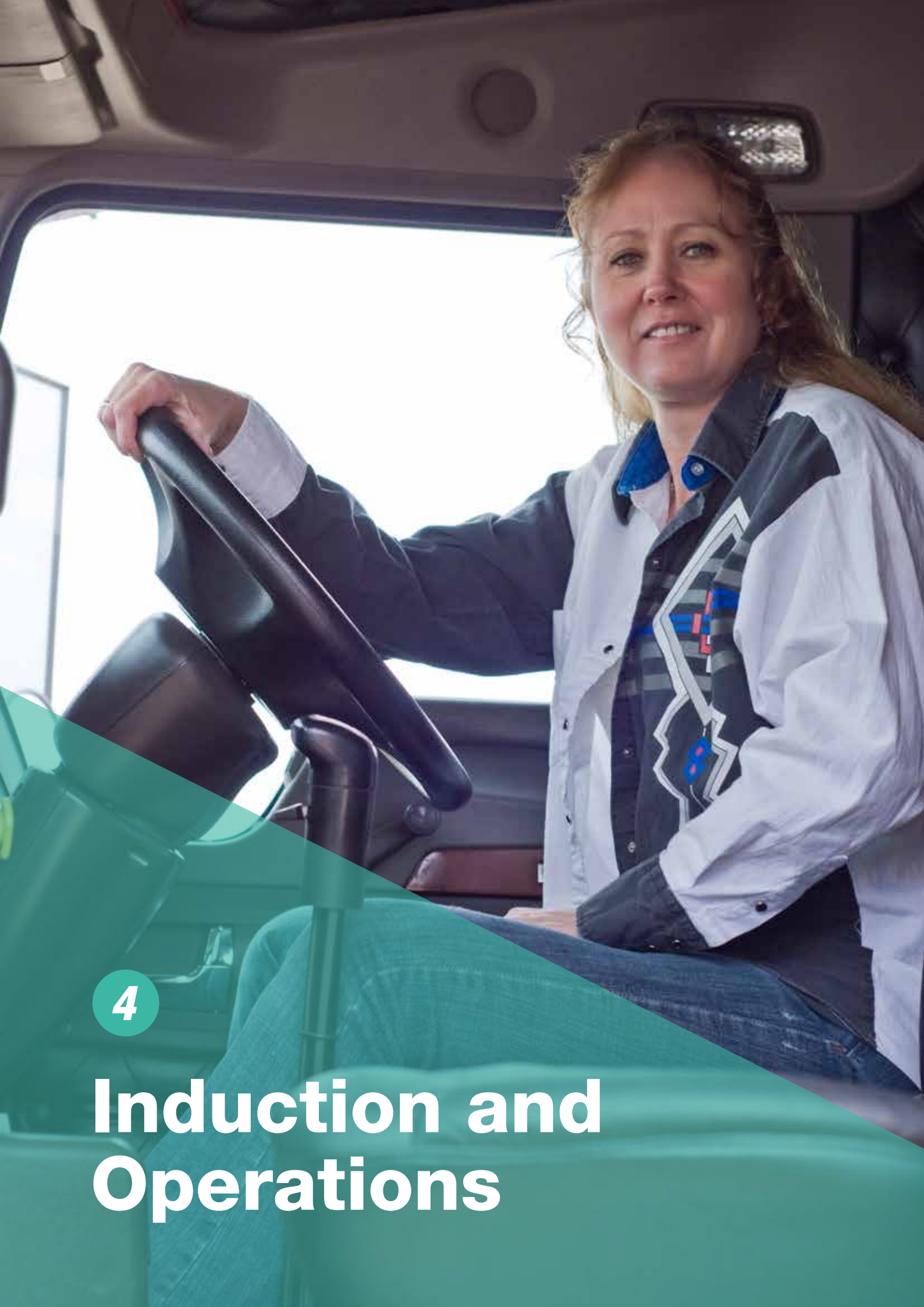
## Essential Sales, Margin & Customer Service (Bespoke your programme) Contd...

### Course content continued

- Why customers stop using you (it's not always price), and some customer service home truths
- A view from the customer's perspective - A look at some industry mystery shopper videos to help delegates overcome the fear of "stranger danger" (86% of managers & business owners believe they provide excellent service but only 6% of customers agree)
- The difference between a professional salesperson and an order taker (What the customer comes in for is up to them...what they leave with is up to you)!!
- Perceived value – a powerful pricing exercise that highlights the size of the opportunity we have to grow margin, and the dangers of making assumptions on price!
- Driving customer loyalty – understanding the big opportunity we have to drive margin through our existing customers
- Pushing, pulling, and building the confidence to be more resilient on price
- Understanding the various project stages of your customers' jobs...and what products to suggest



- The main stages of selling (from the first 30 seconds to asking "open" questions, neutralising manipulative negotiation tactics, overcoming objections, building rapport, and closing the sale)
- Securing add-ons and increasing average ticket value – "Think project, not product" (verbally and through zonal merchandising)
- Following up quotes, and having the confidence to ask for the order
- Pro-active initiatives to find new customers, win back lost customers or sell more to existing customers
- Handling complaints & dealing with difficult situations.
- Making & committing to an action plan to improve margin.



4

# Induction and Operations



## 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.

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# Drivers Hours & Tachograph Operation Training

## Course Venue

Nationwide

## Learning format

Onsite or Online

## Duration

1-day

## What do you get?

Certificate of Attendance

The Traffic Commissioner accepts our certificate as proof of appropriate training.

## Course Overview

The Drivers Hours & Tachograph Operation course is designed for drivers and provides training on every aspect of analogue and digital tachographs. It informs drivers of their responsibility in ensuring tachographs are managed correctly and will examine the legal framework and practicalities of drivers' hours and records legislation in respect of EU Rules, Domestic Rules and Working Time Directive (WTD) rules.

## Who would this benefit?

All HGV drivers who are new to driving or require a refresher on the Drivers' Hours Rules and Tachograph Operation.

## Objectives

- Drivers fully understand the legislation and how to apply it to ensure compliance
- Educates drivers on the complexities and nuances that drivers' hours rules create
- Limits the misuse of the drivers' hours rules that could impact on an operator's licence risk score (OCRS)
- Reduces the risk of a public enquiry for serious drivers' hours infringements



## Content

Drivers' Hours -Training is provided on every aspect of analogue and digital tachographs, drivers' hours compliance, break requirements, daily, weekly, and fortnightly driving limits and rest periods.

Tachograph Operation- Training is provided to help drivers to easily recognise infringements and to help them manage potential problems when they are asked to interrogate drivers' hours records, especially if incorrect data is produced. The course informs drivers of their responsibilities in ensuring that tachographs are managed correctly and where it is suitable to carry out manual entries.

It will highlight the complexities and nuances that the drivers' hours rules create particularly the relationship between the rules (EU or Domestic) and parallel working time regulations.

# Transport Training for Non-Transport Managers

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 Day

## Further development opportunities

- Developing Leadership Skills for Supervisors
- Finance for Non-Finance Managers
- Diploma in Merchant Management.

## 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?



# Driver Pre-Use Check Training

## Course Venue

Nationwide

## Learning format

Onsite

## Duration

Half day either am or pm

## What do you get?

Certificate of Attendance

The Traffic Commissioner accepts our certificate as proof of appropriate training.

## Course Overview

The Driver Pre Use Check Training course is designed to help educate drivers in the correct methodology to undertake a daily walk around check on their vehicles in accordance with DVSA's Guide to Maintaining Roadworthiness. The driver pre use check / daily driver walk around check is one of the key elements to an operators maintenance system.

## Who would this benefit?

Any HGV commercial driver

## Objectives

- Compliance with the DVSA's Guide to Maintaining Roadworthiness
- Improves vehicle safety through thorough checks
- Reduced vehicle downtime through detecting defects early
- Saves escalating maintenance costs, prohibitions, increased OCRS scores and keeps public inquiries at bay
- Educates drivers on the impact of their failure to carry out a comprehensive walk around check on a company's O Licence.
- Reduces roadside fines for infringements



## Content

The course will educate the driver in the correct methodology for undertaking a pre use defect check / daily walk around check thoroughly.

- How to identify defects
- How and why defects should be reported
- Understanding the role, they play and the impact they have on a company's O licence

There is classroom elements and a practical session to apply what has been presented and improve their pre use defect checking skills.

Delivered by



**Lloyd Morgan Group**  
Transport Compliance Solutions

# Transport Manager Certificate of Professional Competence (CPC)

## Course Venue

Nationwide

## Learning format

Classroom

## Duration

10- days

This includes 1 day of revision and one day for the online exam

The course usually runs from Monday to Friday over a two-week period

## What do you get?

Transport Manager Certificate of Professional Competence - issued by CILT

The qualification is assessed at Level 3 of the National Qualification Framework, and is comparable to other qualifications at Level 3, e.g., NVQ Level 3, Advanced GNVQ and A-Level.

## Course Overview

The Transport Managers Certificate of Professional Competence (CPC) is a legal requirement of an Operator Licence. It is a legal requirement to show that all goods vehicle operators are 'professionally competent' and is part of the conditions of your operator licence (O Licence).

The Transport Managers CPC consists of one unit and four modules. There are two exams. Paper 1 – Knowledge Test (multi format response) and Paper 2 – Knowledge and application in the workplace (Case study)

Each of the four modules focuses on a specific area of competence and covers the requirements laid out in the Regulation (EU) No 1071/2009 of the European Parliament and of the Council of 21 October 2009.

## Who would this benefit?

Individuals who want to:

- Enter the profession of Transport Manager
- Demonstrate their professional competence to meet Operator Licencing requirements
- Gain a wide breath of knowledge regarding transport operations regulations and practices



## Objectives

- To gain a qualification that is recognised across the EU to show you are professionally competent and skilled transport manager
- To gain knowledge needed to run or work within an effective transport operation
- It will enable you to be nominated as a professional and competent person on the company operator licence in any business

## Content

- Civil Law
- Commercial Law
- Social Law
- Fiscal Law
- Business and financial management of the undertaking
- Access to the market
- Technical standards and technical aspects of operation
- Road Safety

Course material is provided in full by Lloyd Morgan Group and is updated with any new changes, ensuring the best chance of passing.

Students will receive a pack containing:

- Detailed information as presented in the course,
- Practice multi format response questions & case studies
- Various guides and Information as published by the governing authorities to help your through the learning process and prepare you for your exams.





# Excellence in Customer Service

## Category

Induction & Operations

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day

## Further development opportunities (other courses)

- Essential Sales, Margin & Customer Service

## What do you get?

Workbook and Certificate of attendance

## Course overview

86% of business owners & managers believe their customer service is excellent – Only 6% of customers agree!! This comprehensive module covers all aspects of customer service and can be adapted for different parts of the business from Drivers to Directors. The course is designed to ensure delegates understand the importance of the customer, whether it be external or internal, so productivity can be maximised through operational excellence.

## Who would benefit?

Any member of the team who has regular direct contact with customers. This includes Branch Managers, Assistant Managers, Shop, Showroom & Trade Counter staff, Internal Sales, External Sales staff, Yard Operatives, and Drivers. Course content is tailored to suit the target audience.

## Objectives

- Engage staff in the process of improving service levels throughout the business
- Increased customer retention
- Improved staff morale through less complaints etc



## Course content

Depending on delegates' level of experience, we select from the following:

- A look at what "customer-centric" mean – defining what's acceptable & what's outstanding
- Critical success factors – what customers want from their merchant of choice (by segment)
- The differences between national, regional, local trade, and retail customers
- The generation gap, and how levels of customer service expectations are changing
- Why customers stop using you...The "7 Deadly Sins" of customer service
- Perceived value - A look at the fine balancing act between price, quality, and service
- Overcoming the fear of "Stranger Danger"
- A view from the customer's perspective – Video mystery shopping clips (good & bad)
- Building rapport & trust - What drives customer loyalty & the value of a customer for life
- Customer Relationship Management
- Differentiation & USPs
- SWOT analysis case studies
- Achieving higher "Net Promoter Scores"
- Dealing with complaints and difficult situations from different character types
- Pro-actively winning back lost customers.

# Finance for Non-Financial Managers

## Category

Finance

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day

## Further development opportunities (other courses)

- Diploma in Merchanting

## What do you get?

Workbook and Certificate of attendance

## Course overview

This course is designed to give delegates an understanding of the basic elements of finance in business, and how the mechanics of a Profit & Loss account fit together so they can make better, more informed decisions.

The course includes inter-active sessions on budgeting, trend observation, remedial solutions, and sets some key performance challenges for delegates to achieve when they return to their branch, which means that the cost of the course is often recouped by the improvements made!

For an additional fee we can substitute the case studies with numbers from your own business, which means delegates tend to buy into the improvement plans more.

## Who would benefit?

Branch Managers, Assistant Managers, or anyone who wants to gain a better understanding of their branch P&L account.



## Objectives

- Understand key performance indicators in working capital, productivity, and profitability
- Interpretation of management information
- Identify remedial solutions without emotional baggage

## Course content

- Key performance indicators for a typical merchant
- The importance of cash flow in business
- A look at the main financial statements to understand the P&L, balance sheet, and cash flow
- Understanding the importance of profitability and margins
- Understanding the cost of discounting, damage, shrink & waste
- Explain the concept of working capital
- Using management information to make better strategic decisions
- Basic budgeting
- Putting together a three-year plan to achieve an improved return on investment
- Practical tips on how to get the most out of your working capital
- Setting the challenges going forward.



## How a House is Built

### Course type

Regional, in-company

### Learning format

Classroom based or virtually

### 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.

# 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

This workshop is a development opportunity that will allow delegates attending to examine and deepen their knowledge of creating estimates from building drawings or Plumbing and heating.





# Managing & Controlling Stock

## Category

Stock / Finance / Working Capital

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day

## Further development opportunities (other courses)

- Reducing Stock Loss & Shrink
- Managing & Controlling Stock & Shrink
- Warehouse & Yard Layout

## What do you get?

Workbook and Certificate of attendance

## Course overview

Managing stock levels is the key to any merchant / supply business. This course will show how to maintain the required stock level, therefore leading to accurate stock takes, ensuring you are complying with the HSE and having a positive influence on overall customer service.

## Who would benefit?

Branch Managers, Assistant Managers, Stock Controllers. Yard Supervisors or anyone with an interest in stock management.



## Objectives

- Understand how stock affects profitability and service levels
- Define the role & responsibilities of a Stock Controller
- Understand the principles of forecasting, planning, and controlling stock
- Demonstrate effective objective setting in stock management
- Demonstrate appropriate stock control management techniques
- Effective communications regarding stock issues with suppliers, sales staff and customers

## Course content

- The importance of effective stock management, and the role of stock controller
- Setting objectives and targets in stock control management
- Understanding stock turn, and its effect on profitability
- Forecasting and planning stock
- Managing demand and supply
- Safety stocks and stock levels
- Managing the risks and costs of holding stock
- Simultaneously meeting customer needs and minimising stock holding.

# Principles of Buying & Purchasing

## Course type

Regional, in-company Learning format Classroom based or virtually

## 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 branch 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
- Shop Supervisors
- ABMs
- Operations Managers
- Branch 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 branch 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, margin 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.



# Principles of Merchandising

## Category

Stock / Sales

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day

## Further development opportunities (other courses)

- Customer Service in Builders Merchants
- Essential Sales, Margin & Customer Service
- Managing Stock & Controlling Shrink

## What do you get?

Workbook and Certificate of attendance

## Course overview

This course gets delegates thinking about their customers' project, rather than just the single line products. Students will learn how to set up displays and shop zones for easy & efficient product retrieval and make their promotional displays more attractive to the customer.

We look at how to avoid lazy merchandising and promote the most profitable product lines to reduce single line transactions and increase average ticket value, which means that branches will enjoy the benefits of an improved overall blended margin going forward whilst remaining competitive on the known value items.

## Who would benefit?

Sales Counter Area Managers, Shop Supervisors, Trade Counter Staff, Branch Managers, Assistant Managers, Showroom Staff etc.



## Objectives

- Understand the art of promoting goods for sale through merchandising
- Understand how passive selling compliments pro-active selling
- Understand how to maximise sales per ft2

## Course content

- Understand the importance of profitability and how light side materials boost margin
- Understanding your customer's need for efficient turnaround in your branch
- Setting the correct stock levels
- How to reduce slow & non-moving stock
- Increasing average ticket values through add-on sales
- Going to war on single line transactions
- Zonal merchandising
- Effective store layout & positioning of stock – the 10 principles of merchandising
- Managing promotions
- Space planning & optimisation
- Controlling shrink & reducing shoplifting
- Practical store walk.

# Managing Stock & Controlling Shrink (Added Value)

## Category

Stock / Finance / Working Capital

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

1-day & 2-day options

## Further development opportunities (other courses)

- Managing & Controlling Stock
- Reducing Stock Loss & Shrink
- Warehouse & Yard Layout

## What do you get?

Workbook and Certificate of attendance

## Course overview

This comprehensive “added value” course provides delegates with an understanding of how stock affects profitability, and how to calculate the most economic levels to hold on the ground. It also focuses on the root causes of shrink and how to combat them – this being your quickest route to improving bottom line profit.

## Who would benefit?

Branch Managers, Assistant Managers, Procurement Staff, Stock Controllers, Team Leaders, Yard Supervisors, and Security Staff.



## Objectives

- Understand the cost of holding stock and how slow-moving products affect our profitability
- Understand the principles of forecasting to set min / max levels correctly
- Understand how every member of staff can make a huge difference to profitability
- Galvanise staff into pro-actively addressing any slow-moving stock issues
- Gain commitment from delegates to pro-actively reduce damages, shrink & waste

## Course content

- Overview of general procurement strategy from supplier selection to stock build
- Product segmentation & identifying “core range” by value, criticality & usage
- Consumption & replenishment rates
- Setting minimum & maximum stock levels & the concept of safety stock
- Understanding break-even point, stock days, and the cost of holding stock
- How to go through the “Five R” process to reduce slow moving lines
- Understanding the cost of damage, shrink and waste
- Root causes of shrink, areas at risk, and practical ways to control it
- Store walks & product storage
- Precautions & everyday measures to ensure safety & security
- Increasing average ticket value through zonal merchandising.





# Reducing Damages, Shrink & Waste – Yard Operatives

## Category

Induction & Operations

## Course type

Regional or in-company

## Learning format

Classroom based or via Zoom

## Course duration

Half-day

## Further development opportunities (other courses)

- Yard Supervisors Toolkit
- Managing Stock & Controlling Shrink
- Managing Safety, Damage, Shrink & Waste (For Operations Staff)

## What do you get?

Workbook and Certificate of attendance

## Course overview

No merchant is immune to shrink, and reducing it is the quickest way to improving bottom line profits.

You can't catch your way out of shrink...but you can prevent it. This hard-hitting half-day course specifically designed for yard operatives focusses on the root causes and areas at risk, highlighting how hard they need to work to recover any losses. It gets delegates thinking about practical solutions for shrink reduction, which means they return to their branch more focussed on the things that affect profit the most (the quickest way to make more money is to stop losing it).

## Who would benefit?

Yard Operatives, Supervisors, Security Staff, Drivers, or anyone that physically handles products.



## Objectives

- Engage staff in the reduction of damages, shrink & waste throughout the business
- Understand the cost, root causes, areas at risk, and practical ways to control shrink
- Improved stock accuracy, availability, productivity, and bottom-line profits

## Course content

- Orientation – a look at the real reasons why we are running the course
- Understanding the cost of damage, shrink & waste
- How shrink affects YOU, and the amount of extra work needed to recover it
- Root causes & areas at risk
- Safe & secure product storage
- Shrink risk assessments
- Conducting shrink reducing store walks.

## Director/Senior Executives Safety Course

### Who is this training for?

The course is designed for Directors/Senior Executives (or others in senior positions) who have responsibility at the top level to ensure safe practices are followed.

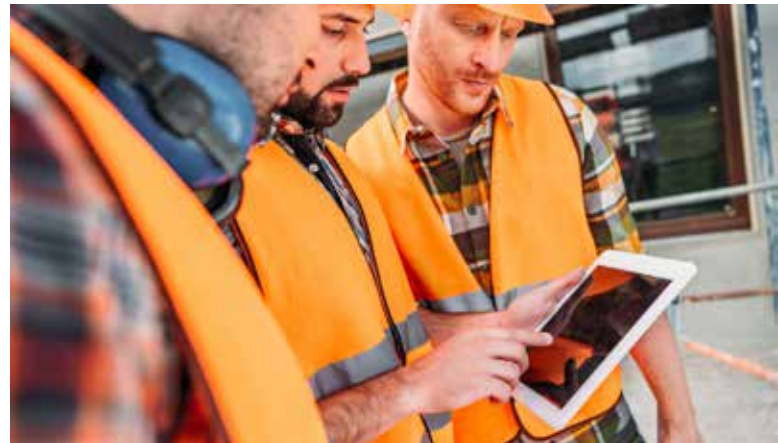
### Objectives

The course aims to give knowledge and awareness of critical safety measures expected. It will ensure delegates understand where investment may be needed and that they can prioritise where they need to focus resources.

### Learning Aims

To provide an understanding of the following to ensure delegates know what H&S in the 2020s entails. Areas to be discussed include:

- H&S Law - legal, moral and financial motivations
- Accident Costs
- Safety Culture
- How to defend claims
- Sentencing Guidelines
- Director duties – staying out of prison, corporate manslaughter
- Cascading H&S responsibilities
- High Risk Areas – know them and ensure your team does
- Workplace Transport – what do you need to know?
- Working at Height – what do you need to know?
- Current 'hot topics' such as mesh storage, vehicle access, guarding.
- What is monitoring? – Plan, Do, Check, Act
- Measuring performance.
- Importance of safety management systems.
- Formal action - what to do when the inspector visits and if invited for a PACE interview.



### Course Duration

Half day course.

Delivered by





## Merchant Manager/Key Person Safety

### Who is this training for?

The course is designed for merchant managers and key people with a supervisory/management role.

### Objectives

The course aims to give knowledge and awareness of the highest risk common hazards found in the yard and warehouse environment and how these would be dealt with. It ensures candidates understand the impacts of poor health and safety management and understand what is expected of the industry in terms of safe working methods.

### Learning Aims

To provide an understanding of the following:

1. Health and Safety Law – understanding applicable law and duties.
2. How to identify key high risk hazards in a builders merchant environment.
3. Understand the risk assessment process.
4. Detailed understanding of the expected control measures in merchants.
5. Understanding the consequence of serious accidents in a merchant.
6. How to monitor and select appropriate monitoring methods eg accidents.



### Course Duration and Assessment

One day course and assessment is via a test at the end of the course.

Delivered by



## Merchant Yard Supervisor/ Foreman Safety

### Who is this training for?

The course is designed for senior yard staff and yard foreman/supervisors i.e. those who have worked in a yard for a period of time and have the responsibility to manage the yard safely and lead by example to more junior staff.

### Objectives

The course aims to give knowledge and awareness of common hazards found in the yard and warehouse environment and how these would be dealt with. It ensures candidates understand the importance of a hierarchy for controlling hazards and the importance of monitoring and reporting unsafe practices to their supervisors.

### Learning Aims

To provide an understanding of the following:

1. Health and Safety Law – understanding applicable law and duties.
2. How to identify hazards in a builders merchant environment.
3. Understand the risk assessment process to a basic level.
4. Understand the principle of the hierarchy of control.
5. Be able to apply control measures using the hierarchy.
6. Detailed understanding of the expected control measures in merchants.
7. Understanding the importance of control measures.
8. How to monitor and select appropriate monitoring methods eg accidents.



### Course Duration and Assessment

One day course and assessment is via a test at the end of the course.

Delivered by



### Looking for IOSH Accreditation?

Please seek further information from  
[training@bmf.org.uk](mailto:training@bmf.org.uk)





# Roadworthiness & Categorisation of Defects Awareness Training

## Course Venue

Nationwide

## Learning format

Classroom

## Duration

2-days

## What do you get?

Certificate of Attendance

The Traffic Commissioner accepts our certificate as proof of appropriate training.

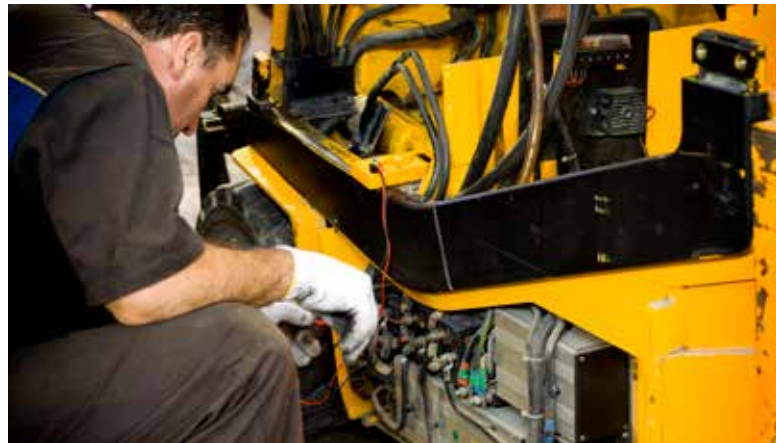
## Course Overview

The Roadworthiness & Categorisation of Defects Awareness course is designed to increase the skills and knowledge of vehicle inspection technicians, workshop supervisors and engineering managers to allow them to make informed decisions on defects that are identified within the maintenance process.

This course is based upon the DVSA Categorisation of Defects Manual and is available for both road transport (HGV) and passenger transport (PSV) staff.

## Who would this benefit?

Anyone in the HGV industry, who is actively responsible for preventative maintenance safety inspections (PMI) or annual test preparation, including Workshop Supervisors and Operatives, Vehicle Inspectors and Engineering Managers.



## Objectives

- Understanding of DVSA's Inspection standards to ensure compliance
- Increased knowledge of skills required to correctly assess vehicle defects which will allow staff to make informed decisions on vehicle downtime and availability to lessen the risk on non-compliance
- Peace of mind in the roadworthiness of your vehicles through a more skilled workforce which safeguards public safety but also demonstrates effective risk management.

## Content

Working through the manual the candidate will obtain an understanding of:

- Brief overview of operator licensing
- Driver and Vehicle Standards Agency (DVSA) and enforcement
- Understanding Prohibitions
- Categorisation of defects – immediate, delayed and inspection notice defects
- Decision making on vehicle serviceability
- Operator Compliance Risk Score (OCRS)
- Fix Graduated Penalties
- The Guide to Maintaining Roadworthiness

There is also a practical element to this course

Delivered by



**Lloyd Morgan Group**  
Transport Compliance Solutions

# Mental Health First Aid Training

## Who is this training for?

This course is ideal for those who would like to become an MHFAider® to:

- Gain the knowledge and skills to spot signs of people experiencing poor mental health
- Be confident starting a conversation and signpost a person to appropriate support

## Learning format

Two day face to face course across four manageable sessions

## Duration

2-days

## Objectives

MHFA England training courses give people tools to support themselves and each other, so everyone can talk about mental health and seek help when needed. We teach people to spot the signs of mental health issues and guide a person towards support. We don't teach people to be therapists, but we do teach people how to respond in a crisis, and how to reach out before a crisis happens.

## Learning outcomes

As an MHFAider® you will be able to:

- Recognise those that may be experiencing poor mental health and provide them with first-level support and early intervention
- Encourage a person to identify and access sources of professional help and other supports
- Practise active listening and empathy
- Have a conversation with improved mental health literacy around language and stigma
- Discuss the role in depth, including boundaries and confidentiality
- Practise self-care



## Benefits of the course

- Reduces stigma around mental ill health
- Gives you increased confidence to have a supportive conversation about mental health
- Promotes equity and understanding around mental health from different perspectives
- Helps to build supportive communities and promotes open conversations about mental health
- Encourages self-care, giving you the tools to look after your own and others' mental health
- Promotes early intervention and recovery, which can prevent an individual's mental health deteriorating

## Content

Everyone who completes the course gets:

- A certificate of attendance to say they are a Mental Health First Aider
- A manual to refer to whenever they need it
- A quick reference card for the Mental Health First Aid action plan
- A workbook including a helpful toolkit to support their own mental health
- Access to Mental Health England's resources on the website
- A copy of the Line Managers' Resource, an invaluable source of advice on how to support an employee experiencing mental ill health.

Course material accredited by





35%

5

# Marketing



# Creating and Applying a Marketing Strategy

## Course type

Regional, in-company

## Learning format

Classroom based 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.





# Letting your Customer Trade with you Online

## Course type

Regional, in-company

## Learning format

Classroom based 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
- Branch Managers
- Business Owners and Directors.

## Objectives

- Creating multi-channel sales, fulfilment and customer service in the merchant 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 merchant 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 or in-company

## Learning format

Classroom based 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 or in-company

## Learning format

Classroom based 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 merchants and suppliers 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 owners, marketing managers and directors 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.

A man with dark hair and a beard, wearing a white button-down shirt, is sitting at a desk and looking intently at a laptop screen. The background is a dark green chalkboard. The bottom left corner of the image is overlaid with a semi-transparent orange shape containing the number 6 and the text 'Online Learning'.

6

# Online Learning



## BMF Campus – Online Learning

### What is BMF Campus?

BMF Campus is an exclusive membership training portal offering low cost industry specific courses to registered users. This online Learning Management System was designed to directly address the needs and challenges of the BMF's Merchanting sector.

Course content spans a wide range of topics to help with staff onboarding, build staff confidence and provide product training. Much of the 300 plus resources has been commissioned and created by your leading suppliers, ensuring that your staff can efficiently advise customers and offer comprehensive guidance.

Knowledge learnt ensures that staff are able to understand and advise on the product lines and therefore able to upsell or help recommend associated lines.

### How do I access BMF Campus?

BMF Campus users can login to [bmfcampus.co.uk](http://bmfcampus.co.uk) 24/7, allowing learning to take place when it suits the individual and business. Users are free to browse the site's content and can track their own progress.

Managers can enroll their direct reports onto courses and monitor progress via automated reports.

### How do I subscribe to BMF Campus?

Various options are available enabling you to choose the plan that best suits you.

To explore the best option for your own business please telephone Cortexa direct on 0330 024 2881 or contact your BMF Regional Sales Manager.



### Can I have my own Campus?

Why not join many other builders' merchants and have your own online learning site?

Enhance your learning and development culture with a branded platform that includes enhanced features and greater flexibility on content and design.

### In a nutshell

- Industry specific training
- Vast array of courses
- Written by knowledgeable experts
- Online and available 24/7
- Train, retain and develop your staff
- Track progress and view reports.

### Pricing

The BMF Building Blocks can be purchased as an optional training bundle with your BMF Campus subscription and pricing is based on the "Tier" you have subscribed to. The bundle subscription includes unlimited access to all of Building Blocks for all your staff. Contact Cortexa or your Regional Manager for more information.

## Course Categories



Compliance



Product Training



Customer Services



Health, Safety & Wellbeing



Leadership & Management



Personal Development



IT & Project Management



Commercial Selling Skills



Microsoft Office Software

## BMF Building Blocks

### What are Building Blocks?

Industry specific online training available on the BMF Campus learning platform. The Building Block courses provide technical knowledge on core Merchating topics. All courses were created in consultation with experts in their fields and are continually updated to reflect changes in guidance, regulation, or products development. Each course is delivered through an engaging mix of video, commentary, text and diagrams. Courses finish with a final assessment to ensure that knowledge has been retained and can be applied practically.

The Building Block courses are in continual development and new topics are launched regularly. To compliment the industry specific topics other sales and management training courses will also be available.

### Benefits

- Providing a comprehensive development programme for new starters and eager learners.
- Building unbiased product knowledge based on department and project sectors.
- Confidence to offer the right products, advise on associated lines and opportunities to cross or upsell.
- Offering a defined career paths and succession planning to ensure that staff are highly trained and see a path of continual improvement and progression.
- Helping businesses to retain and maximise staff productivity and promote and reward based on recordable achievements.



### Feedback

“The Building Blocks are an excellent tool for all, regardless of industry experience and are a great replacement for the old MOLs. Each block is split out into manageable segments which invite the learner to explore the content and concludes with a final assessment.

Feedback from our learners has been great.”

**Louise Kelly** Senior HR at Williams and Co.

### In a nutshell

- Industry specific training
- Written by knowledgeable experts
- Online and available 24/7
- Train, retain and develop your staff
- Purchase individually or in bulk
- Each course provides up to 12 hours of training
- Assessed, graded and soon to be independently accredited.

For full details on the Building Block courses or a site and content demonstration please telephone Cortexa direct on 01933 227226.



# BMF Building Blocks – Introduction to Residential Construction

## Overview

This course is ideal for all staff responsible for understanding and supplying products in the residential construction sector.

The course modules help to establish a comprehensive understanding of this key merchanting sector, creating a strong knowledge base with which to proactively engage your customers.

After completing the online course and digesting the associated reading, individuals will feel confident guiding buying decisions, confirming usage requirements to avoid returns and effectively sell related products to increase revenue opportunities.

## Approximate course length

15 hours

## Learning Modules

- Planning, Building Regulations and Preparation
- Starting Work on a Site
- Structural Elements of a Dwelling
- Bricks and Blocks
- Cement and Plaster
- Components for Brick and Block
- Block Assessment.



## What You'll Learn

- Understanding building plans and regulations
- The event sequence for residential construction
- Key products for structural elements
- Construction material types and usage
- How cement and plaster are used
- Component products for building fabrication
- Common terminology
- How to advise customers
- How to specify items correctly
- How to upsell products.

For more details on the BMF Campus learning site, Building Blocks access or a course demonstration please telephone Cortexa direct on 01933 227226.

\*To access these courses, and to record and monitor learner progression, your business will need to hold a BMF Campus membership. For those already benefiting from their own branded LMS from Cortexa, just contact them and request the Building Blocks are added to your academy.

# BMF Building Blocks – Heating and Hot Water Comfort

## Overview

This course is ideal for all staff responsible for understanding and supplying products into this sector.

The course modules help to establish a comprehensive understanding of this key merchandising sector, creating a strong knowledge base with which to proactively engage your customers.

After completing the online course and digesting the associated reading, individuals will feel confident guiding buying decisions, confirming usage requirements to avoid returns and effectively sell related products to increase revenue opportunities.

## Approximate course length

6 Hours

## Learning Modules

- Introduction to Central Heating
- System Controls
- Boilers, Heat Pumps and Solar
- Hot Water and Hot Water Storage
- Heat Emitters
- Water Treatment
- Block Assessment.



## What You'll Learn

- How hot water systems operate
- Identifying component parts
- How to identify needs
- How to advise customers
- How to specify items correctly
- How to upsell products.

For more details on the BMF Campus learning site, Building Blocks access or a course demonstration please telephone Cortexa direct on 01933 227226.

\*To access these courses, and to record and monitor learner progression, your business will need to hold a BMF Campus membership. For those already benefiting from their own branded LMS from Cortexa, just contact them and request the Building Blocks are added to your academy.



# BMF Building Blocks – Building Insulation

## Overview

This course is ideal for all staff responsible for understanding and supplying products into this sector.

The course modules help to establish a comprehensive understanding of this key merchandising sector, creating a strong knowledge base with which to proactively engage your customers.

After completing the online course and digesting the associated reading, individuals will feel confident guiding buying decisions, confirming usage requirements to avoid returns and effectively sell related products to increase revenue opportunities.

## Approximate course length

10 Hours

## Learning Modules

- Principles of Insulation
- Building regulations
- Insulation materials
- Wall insulation
- Roof insulation
- Floor insulation
- Block assessment.



## What You'll Learn

- Principles of heat transfer
- The need for insulating homes
- Understand the Building Regulations relevant to insulation
- Know the methods used to test acoustic insulation
- The types of insulation available
- Modern insulation materials and where they are used
- Insulating different types of wall construction
- Roof insulation materials and methods
- Insulation for floors and use with underfloor heating
- Fire ratings.

For more details on the BMF Campus learning site, Building Blocks access or a course demonstration please telephone Cortexa direct on 01933 227226.

\*To access these courses, and to record and monitor learner progression, your business will need to hold a BMF Campus membership. For those already benefiting from their own branded LMS from Cortexa, just contact them and request the Building Blocks are added to your academy.

# BMF Building Blocks – Working Safely and Securely

## Overview

This course provides an excellent grounding in the topics that ensure a safe and secure working environment.

## Approximate course length

8 Hours

## Learning Modules

- Health and Safety
- Manual handling
- Fire safety
- Working at height
- Introduction to First Aid
- Introduction to GDPR
- Cyber Security
- Social Media awareness
- PCI-DSS
- Final assessment.



## What You'll Learn

- Key elements of working in a safe and healthy workplace
- Manual handling activities and responsibilities
- What risk assessments are and how they're used
- Good manual handling techniques
- What to consider when working at height
- How to stay fire safe at work
- An introduction to first aid
- What cybercrime is and how to stay safe online
- How to use social media safely
- The business benefits of social media
- The safe and secure processing of card payments.

For more details on the BMF Campus learning site, Building Blocks access or a course demonstration please telephone Cortexa direct on 01933 227226.

\*To access these courses, and to record and monitor learner progression, your business will need to hold a BMF Campus membership. For those already benefiting from their own branded LMS from Cortexa, just contact them and request the Building Blocks are added to your academy.

# BMF Building Blocks – Timber as a Building Material

## Overview

This fully accredited course covers all you need to know to get started in a Timber Merchant.

Successful completion gives you the Level 3 Award in Timber Merchancing, as well as significant Recognition of Prior Learning (RPL) towards the Level 3 NVQ Diploma in Merchant Supplies.

After completing the online course and digesting the associated reading, individuals will feel confident guiding buying decisions, confirming usage requirements to avoid returns and effectively sell related products to increase revenue opportunities.

## Approximate course length

39 Hours

## Learning Modules

- Introduction to Timber
- Building with Timber
- Roofing
- Internal Timber and Carcassing
- Joinery
- Components for Timber Construction”



## What You'll Learn

- How and why timber is used in construction
- Sustainable procurement
- Performance of timber in fire
- Timber framing and structural panels
- Timber used in roofing
- Internal timber and carcassing
- Joinery
- Fixings and components.

For more details on the BMF Campus learning site, Building Blocks access or a course demonstration please telephone Cortexa direct on 01933 227226.

\*To access these courses, and to record and monitor learner progression, your business will need to hold a BMF Campus membership. For those already benefiting from their own branded LMS from Cortexa, just contact them and request the Building Blocks are added to your academy.



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# Virtual Learning





## Excellence in Business Writing

This course is designed to show how best to construct a full range of business correspondence. It will enable total understanding of the way written communication should be produced and the pitfalls that arise from sub-standard correspondence. It also looks at examples of 'real' writing, from merchant and supplier situations and shows how we can improve the impact and clarity of that writing.

### Course type

Regional or in-company\*

### Learning format

Online

### Course duration

½ day (9:00 to 12:30)

### Further development opportunities

Persuasive Presentations

### What do you get?

Certificate of Attendance

### Overview

The writing process is about the importance of planning, revising and editing our written work. How writing is structured is also important and how we can improve the style of it to inform, persuade and convince our readers. There is an immense sense of satisfaction in producing any example of written work (even a lowly e-mail) and knowing that we have done all that we can to ensure that it has the impact on the reader that we want or need it to have.

### Who would benefit?

Managers, Assistant Managers, Office Managers/ Supervisors, staff responsible for producing business related correspondence (including e-mail), and all staff who write at work.



### Objectives

- To give writers at work the confidence to see themselves as writers and to recognise and be confident to use different elements of structure and style.
- To enable writers at work understand that they write for an audience which may be known or unknown, one person or many people, but always an audience that must be informed, influenced or convinced by what they read.
- To enable writers at work to be confident in their application of the mechanics of writing: punctuation, grammar and spelling.
- To enable writers at work to understand the process of writing and the specific elements of the different types of written documents that they might have to create.

### Course content

- Creating good audience dynamics.
- Aspects of good style
- Sentence and paragraph structure
- Use of bullet points
- Focusing on clarity and consistency and avoiding ambiguity
- Editing and proofreading techniques
- Correct use of grammar and punctuation
- The main elements of different writing genres (e.g. e-mail, letters, proposals, copy for digital media, reports).
- Things to watch out for: common usage/abusage and subject-verb agreement
- Simple ways to make bad writing good.

\*The in-company version can also be done in a more bespoke way, where companies can provide samples of actual writing which can then form the basis of the training.

# 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.



# Plumbing & Heating Estimating Workshop

## Course type

Regional, in-company

## Learning format

Classroom based

## Course duration

1 Day

## Further development opportunities

- Measuring Building Quantities

## What do you get?

Certificate of Attendance

## Course overview

Hands-on training that combines both product knowledge and specialist sales training to help merchant staff to develop an underpinning knowledge that will really help to boost sales.

The focus is on learning through experience; delegates spend 60% of their time undertaking plumbing tasks and sales exercises. This highly practical approach is designed to give them direct experience of using all the products required for particular jobs, making it easier for them to put a complete package together for their customers.

## Who would this benefit?

Anyone with the requirement to 'take off' materials from standard drawings or wanting to refresh their knowledge in the Plumbing and Heating range.

## Course content

- The courses are ideally run for a particular merchant at their premises, which means they will focus on the product ranges stocked by that company.
- The merchant can either book an individual workshop or combine several to provide a progression learning programme with BTEC certification.



- All the workshops follow typical customer jobs. The delegates work together in teams to compare and determine the main products required by the customer, to identify the potential add-on sales, and to learn how to install the products themselves.

## There are separate plumbing and heating workshops for:

- Copper and plastic tube and fittings
- Heating systems
- Waste and soil pipe and fittings
- Bathroom products and showers
- Tiles and tiling accessories
- Rainwater goods and drainage.

## Each workshop covers:

- The product range delegates are selling
- How and where their customers use these products
- Design and installation
- Types, grades, finishes and sizes offered
- Gaining add on sales.

The workshop finishes with a test so that delegates can assess their new knowledge, sales and service skills.

# Digital Marketing

## Course type

Regional, in-company Learning format Classroom based 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.





# Kitchen Design with Sales and Customer Care

## Course type

Regional

## Learning format

Classroom based

## Course duration

2 Days

## What do you get?

Certificate of Attendance

## Course overview

Success in planning any kitchen depends on how well the designer understands and adheres to the design process – which is all about knowing how to take a good brief from the customer. Vitaly important is the correct and accurate way of carrying out a survey, keeping up with current compliance and how that impacts on the plan. This is the area where profit is often lost, if the plan does not work and the units do not fit then the cost of putting it right eats away into the profit of the project.

This is a 2-day practical course designed to enhance creativity through conceptualisation. It will enable attendees to learn how to use the power of design and presentation to successfully make your business grow.

## Who would this benefit?

Anyone involved in the planning and preparation of kitchen design.

## Objectives

1. The Brief - Learn to prepare a brief
2. The Survey - Learn to prepare an accurate survey
3. The Plan - Learn to prepare working plans
4. The Presentation - Learn to create compelling presentations
5. The Sale - Sell the sizzle not the sausage.



## Course content

- Make yourself aware of current and new building regulations
- Application of the key elements and principles of design
- The power of lighting
- The power of colour
- The use of planning guidelines in individual situations
- Design data including inclusive design
- How lifestyle changes influence design decisions
- Styles and periods
- Unique architectural challenges
- Learn how to prepare professional working drawings, schedules, reports and quotations
- Clear plan dimensions and annotations result in good working drawings
- Computer Aided Design – how to present your design – an outline
- Best practice techniques in selling your design
- The use of presentation techniques to create maximum impact.

## Practical sessions:

- Define individual needs and activities
- Understand how to use a scale rule
- Learn to outline the room ahead of the survey
- How to survey a room correctly
- Design and prepare a plan of the surveyed room
- Present your design.



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# More Information

## Meet the BMF Trainers



**Amy Hobson**  
SocialB



**Andrew Lloyd Gordon**  
New Terrain



**Brendan Melvin**  
Acuity Leadership



**Glenn Sharples**  
CATG



**Jack Bainbridge**  
TTS



**Jason Routley**  
Learning 2XL



**John Allison**  
Enable Training



**John Finlay**  
Onward Communications



**Paul Winstanley**  
Bedrock UK



**Michael Feleppa**  
MF Consultancy



**Richard Green**  
TTS



**Simon Acres**  
Simon Acres Group



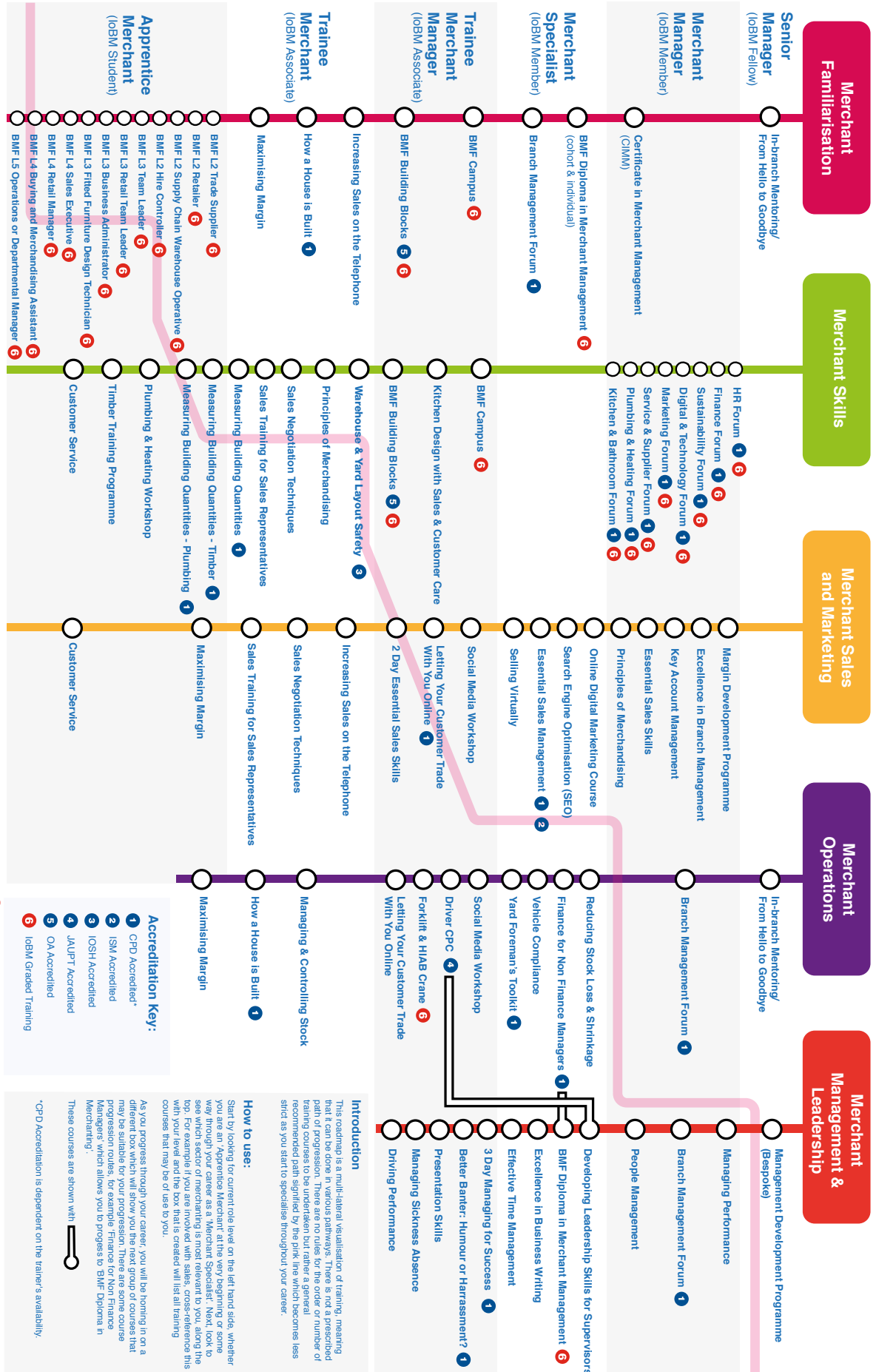
**Sue Reed**  
R&S Consultancy







# BMF Training & IOBM Roadmap



To find IOBM graded training, look for the 6

- Accreditation Key:**
- 1 CPD Accredited\*
  - 2 ISM Accredited
  - 3 IOSH Accredited
  - 4 JALPT Accredited
  - 5 OA Accredited
  - 6 IOBM Graded Training

**Introduction**

This roadmap is a multi-lateral visualisation of training, meaning that it can be done in various pathways. There is not a prescribed path of progression. There are no rules for the order or number of training courses to be undertaken but rather a general recommended path signified by the pink line which becomes less strict as you start to specialise throughout your career.

**How to use:**

Start by looking for current role level on the left hand side, whether you are an Apprentice Merchant at the very beginning or some way through your career as a Merchant Specialist. Next, look to see which sector of merchandising is most relevant to you, along the top. For example if you are involved with sales, cross-reference this with your level and the box that is created will list all training courses that may be of use to you.

As you progress through your career, you will be homing in on a different box which will show you the next group of courses that may be suitable for your progression. There are some course progression routes, for example Finance for Non Finance Managers which allows you to progress to BMF Diploma in Merchandising.

\*CPD Accreditation is dependent on the trainer's availability.



# 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
- Unilin (Xtratherm)**, Navan

## North East/Yorkshire/ East Midlands

- John A Stephens**, Nottingham
- Keystone Lintels**, Swadlincote
- Marshalls**, Stockton on Tees
- SIG**, Sheffield
- Talasey**, Scunthorpe
- Wavin**, Doncaster
- Unilin (Xtratherm)**, Chesterfield

## West Midlands/ North West/North Wales

- Bostik**, Stafford
- Encon**, Chorley
- Geberit/Twyfords**, Warwick
- JCB**, Rocester
- Page Group**, Birmingham
- Resapol**, Leigh
- Travis Perkins**, Warrington

## South West/South Wales

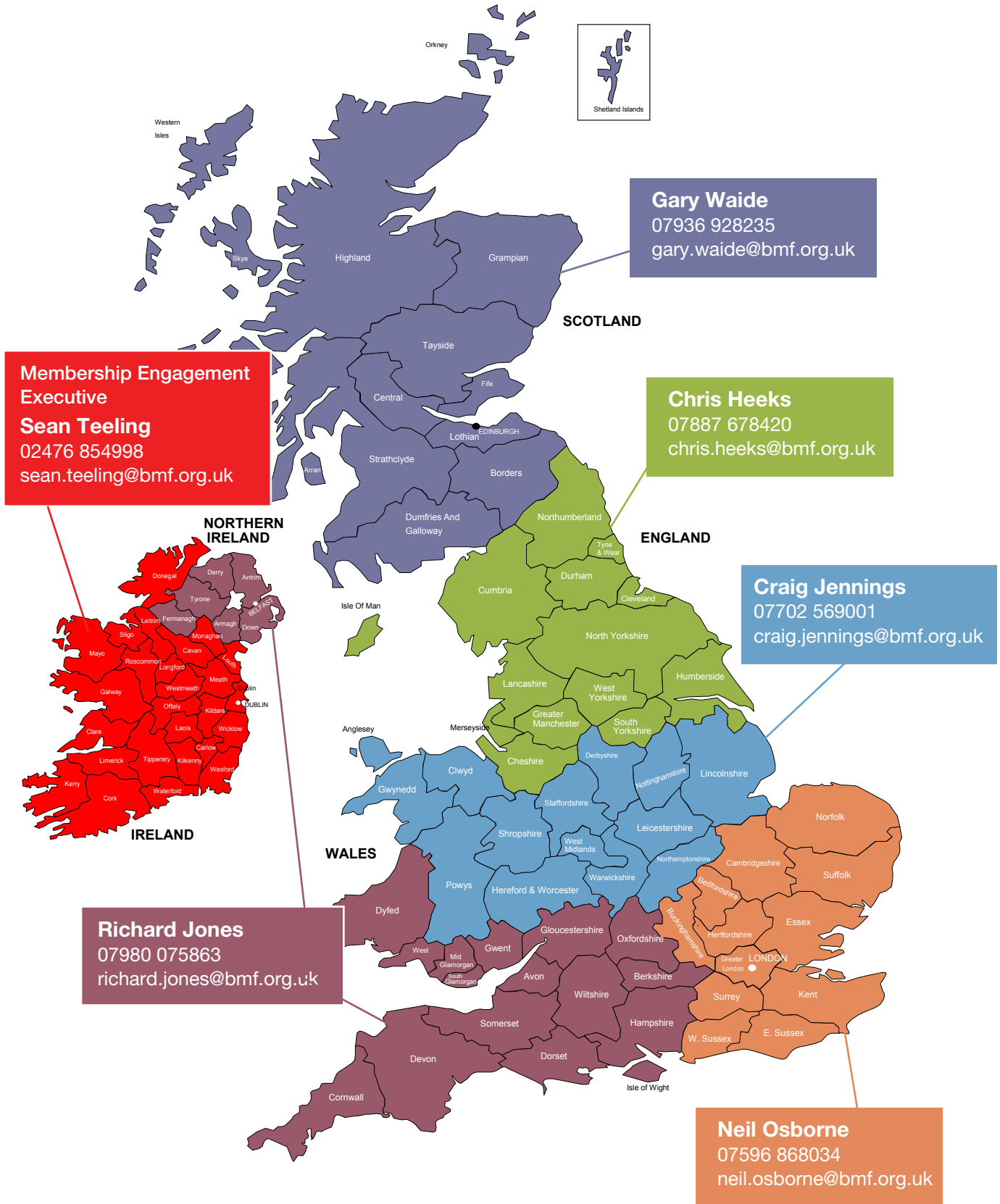
- Adey**, Cheltenham
- Garador**, Yeovil
- Kellaway**, Bristol
- Knauf Insulation**, Cwmbran
- RGB**, Tiverton
- Rockwool**, Pencoed

## Great London/Anglia/South East

- ACO**, Shefford
- AkzoNobel (Dulux Academy)**, Slough
- Grundfos**, Leighton Buzzard
- Ideal Standard**, London
- Ridgeons**, Cambridge
- SIG**, Slough

# BMF Regional Managers

To book any of the BMF training courses, please get in touch with your **Regional Manager** with the contact details below. Alternatively, contact BMF Head Office.



## BMF Apprenticeships

The BMF has appointed LEAP, the Apprenticeship delivery team to the Travis Perkins Group, as the new full-service providers of the BMF Apprenticeships Plus service.

LEAP Apprenticeships and Early Careers have unique expertise working exclusively in the building materials supply chain. Each programme is designed around the specialist needs of the sector to help all learners reach their full potential. Programmes are delivered by an award winning training team and every apprentice is supported, from day one, by an Apprentice Coach to build their knowledge, skill and behaviours to help them develop their career.

LEAP is an award winning apprenticeship provider specialising in the construction industry and specifically builders merchants. Leap has grown from 5 members of staff looking after 150 apprentices to 60+ members of staff looking after over 1000 apprentices a year.

Each apprenticeship uses government approved standards and are delivered by industry competent coaches to deliver the exact knowledge, skills and behaviours required in this ever-changing industry.

### The standards we currently deliver:

- L2 BMF Trade Supplier
- L2 BMF Retailer
- L2 BMF Supply Chain Warehouse Operative
- L2 BMF Hire Controller (Plant, Tools and Equipment)
- L3 BMF Team Leader
- L3 BMF Retail Team Leader
- L3 BMF Business Administrator
- L3 BMF Bathroom Designer / BMF Kitchen Designer (Fitted Furniture Design Technician)
- L4 BMF Retail Manager
- L4 BMF Buying and Merchandising Assistant
- L4 BMF Sales Executive
- L5 BMF Foundation Degree in Merchant Management (Operations or Departmental Manager)



### The Standards we currently deliver through partnerships:

- L2 LGV Driver Apprenticeships
- L3 Software Development Technician
- L4 Marketing Executive
- L2 Credit Control / Collector, L3 Advanced Credit Controller / Debt Collection Specialist
- L3 Improvement Technician, Level 4 Improvement Practitioner, Level 5 Improvement Specialist
- HR Apprenticeships - L3 HR Support, L5 HR Consultant/Partner, L3 Learning and Development Practitioner, L5 Learning and Development Consultant, L7 Accountancy Professional
- L3 Digital Marketing, L3 Data Literacy, L4 Data Fellowship, L4 Project Management
- L3 Supply Chain Practitioner
- L6 Chartered Manager Degree Apprenticeship, L7 Senior Leader Masters Degree Apprenticeship

To find out more about BMF Apprenticeships contact [kerry.wilson@bmf.org.uk](mailto:kerry.wilson@bmf.org.uk) / 0247 685 4982. Alternatively speak to your Regional Manager.

**\*Devolved Nations** currently work with alternative apprenticeship frameworks and funding models – please contact [kerry.wilson@bmf.org.uk](mailto:kerry.wilson@bmf.org.uk) for further guidance.

**APPRENTICESHIPS**  
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## Testimonials

"I held a sales team meeting today and the training was one of the main points discussed. The feedback on Jason was great, we went round the room and every single person had an example of where they'd done something to improve margin and they were all really excited about it!"

**LINDSEY HART** – Executive Sales and Marketing Manager, NP-GROUP

"I completely endorse this training. It has been fantastic. I have visited a number of the sessions and the delegates (our sales guys) have been completely absorbed and focussed. While some of the exercises have seemed a bit 'left field' at first, they have all come back to relating completely to sales, margin and converting sales orders. This has not been an easy ride for them with Sue focussing on results.

The report is a good read, but can't replicate the atmosphere and input that Sue, the trainer, brings – she gives these guys no hiding place. We should see a real improvement in the productivity of these sales people when they adopt these techniques and disciplines. They have been reporting on a regular basis on their mini projects to Luke.

To close the circle, BM's please put a note in your diary for the Project Presentation where the sales person covers your branch. This will be an opportunity to see what is being done and what there is still to do with customers in your area and branch. Great initiative"

**MARK DAVIES** – Managing Director, LBS

I recently attended a 2-day BMF training course "Selling into Merchants" via Zoom and Hosted by trainer John Allison. My hope from the course was to further understand the myriad of company structures within merchants from small independents through to the national chains and to approach strategies to open & build communications as well as relationships. All of the above was covered comprehensively with many more course objectives throughout, suitable to all tiers of a sales department.

I was personally reluctant to attend when the in-person course was cancelled and rescheduled as virtual training. Thankfully our trainer John Allison was a consummate professional, passionate, engaging & knowledgeable throughout catering to all levels and skillsets with in this industry.

I would recommend this course to anyone looking to improve their performance. I'm looking forward to applying these skills to future development.

**DAVE RACKHAM** – Merchant Support Sales Advisor, Resapol

"They are all benefiting hugely from the course thanks in no small measure to your unique presentation style and encouragement. One of the best outcomes is the positive pleasure they get from meeting up and sharing their experiences."

**TESSA PIKE** – Director, Robert Price

"I attended the BMF training course for Selling into Merchants via Zoom, having only been in sales for a short period I found this course to have bolstered my knowledge of merchants and how they operate not just externally but internally.

John was very welcoming and knowledgeable of the industry and the struggles it faces showing that he keeps up to date with latest news to be able to provide a valid and strong course to all levels of the industry. Originally, I was not sure about the content of the course but once it was explained by John I felt that it was the perfect addition to my knowledge needed to further Resapol and myself.

I have taken a lot away with me from this course and plan to implement it into my day to day work. I would highly recommend this course to anyone whether they are starting out or experienced. A little bit more knowledge never hurts.

**SEAN NEWTON** – Merchant Support Sales Advisor, Resapol







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MF1235 05/23

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