



“building **excellence**  
in materials supply”

# Training Prospectus

Training support from the Merchant Industry  
Specialists





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We have been getting our courses CPD accredited for you. See which courses are accredited with the CPD logo.

We have adapted our training courses to be delivered online, you can see which courses can be virtual with the following symbol.





# Management Development

# BMF Diploma in Merchant Management

Top 10



## 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 below.



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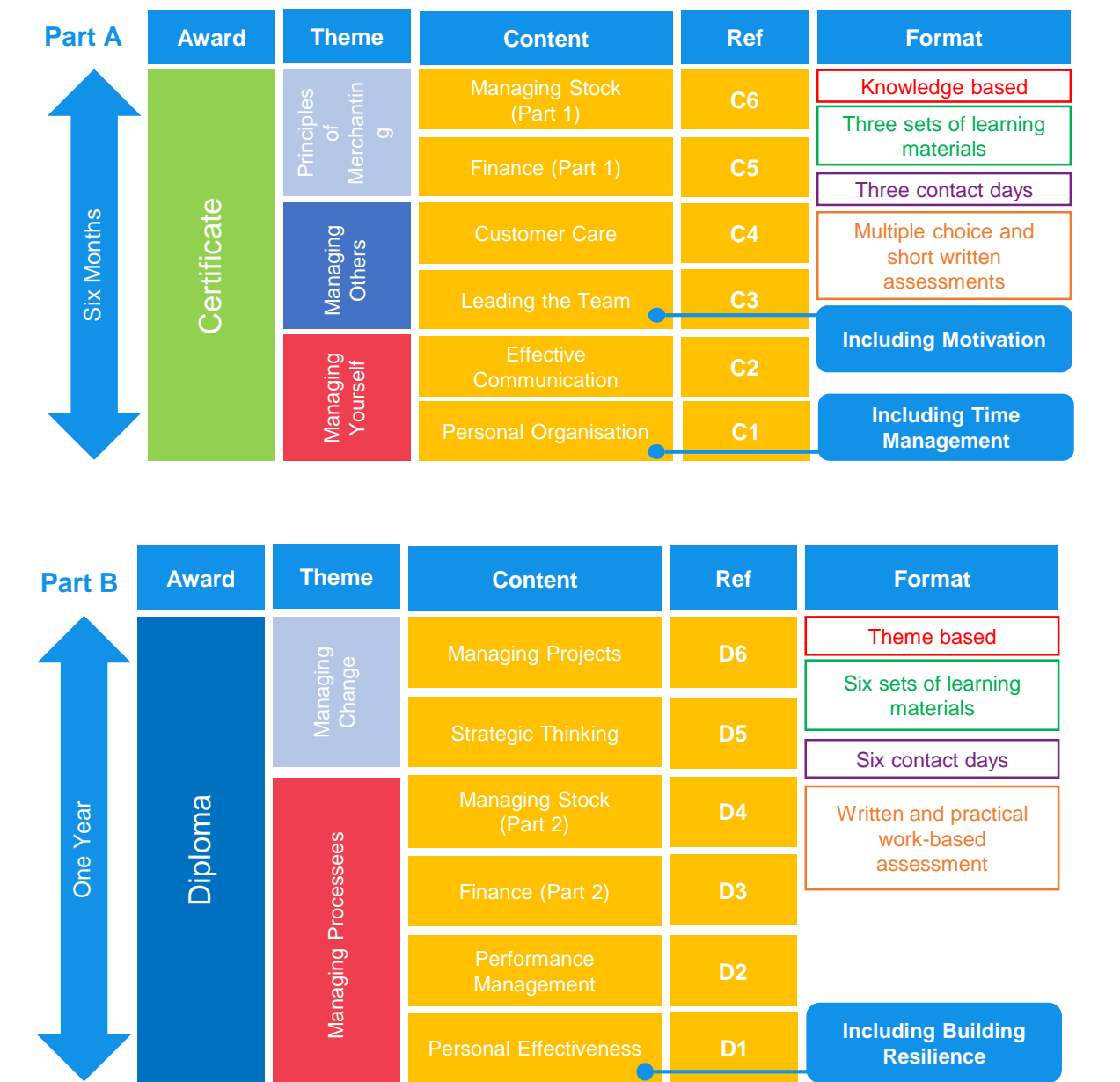
What will be gained?

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**.





# Level 5 Management Apprenticeship incorporating the Diploma in Merchant Management

## Introduction

The BMF Level 5 Diploma in Merchant Management can now be funded via the Apprenticeship Levy! This provides an unprecedented opportunity to not only achieve the diploma, but to also achieve a nationally recognised Level 5 Operational Management Apprenticeship recognised across all sectors.

Functional Skills in Maths and English are part of the program.

Formal assessment is undertaken at the end of the programme.

## What are the benefits?

On completion of this programme the participants will show a range of skills, such as:

- Organisational Performance and Operational Management
- Interpersonal Excellence and Leadership
- Personal Effectiveness and Emotional Intelligence.

## The Timeline:

The programme is delivered over 18 months using a blended learning approach. This includes workshops, masterclasses, self study and 1-2-1 coaching to contextualise your learning.

You will build a portfolio of evidence that showcases how you have applied your learning and you will undertake a work-based project focused around a business improvement initiative. This will be followed by a 2-month end point assessment period.

## How is it delivered?

- 1 x Launch Day
- 9 x Workshops delivered by TTS
- Self Study via an online platform
- 5 x Tech enabled masterclasses by Remit
- Quarterly face to face visits supported by distance
- coaching sessions from a Remit Development Coach (DC)



## Learning

The key element of the delivery is the learning which will be planned and agreed from the outset. Participants will need to be able to retain, demonstrate, recall and discuss their whole learning experience.

Remit, TTS and BMF will support learning with effective resource to secure the necessary skills and knowledge. Remit will also help by testing your knowledge and skills every 3 months to help you see if there are any gaps.

You will build a portfolio of learning that includes resources and training records and your project supported by Remit and the online platform.

## Your Support Team

The Development Coach will deliver the coaching sessions face and face and remotely to ensure progression throughout the program.

Workshop Facilitator (Working with Remit, TTS) will deliver the Diploma elements of the apprenticeship via 9 workshops.

BMF Apprenticeship Plus (BMF A+) will support with relationship management and the onboarding of learners.

## Next Steps

If you are interested in learning more about the Level 5 Management Apprenticeship incorporating the Diploma in Merchant Management, you can [click here](#) to see the full brochure.

Alternatively please email Carmen Daley at [carmen@bmfapprenticeshipsplus.co.uk](mailto:carmen@bmfapprenticeshipsplus.co.uk).

# 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 MPD 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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# Branch Managers Forum

## Event Overview

The BMF Branch Managers 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 will conclude with 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.



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# BMF Foundation Degree in Merchant Management

This programme is distinctive in that it is designed to be offered exclusively as part of the extensive training and career development programme offered through the BMF.

The programme has been developed in partnership with the BMF.

Through a process of accrediting prior learning it provides a progression route for managers in the builders and timber merchants sector who have previously been awarded the BMF Diploma in Merchant Management or have at least two years' experience as a manager.

A Foundation Degree is the equivalent of the first two years of full-time undergraduate study. However, the prior learning accreditation enables the award of a Foundation Degree (FdA) Merchant Management to be achieved in one year of part-time study.

For students seeking further development the FdA Merchant Management can lead onto an Honours Degree in Leadership and Professional Development.

## Assessment Methods

Assessment is by coursework, oral presentations, group work, practical reports, critical reviews and end of module exams.

## Course Duration

The BMF Foundation Degree in Merchant Management course will be 12 months.



## Funding Support

Course fees are £6K per student. The charity of the Worshipful Company of Builders' Merchants encourages applications for up to 50% funding support for the course fees payable on successful completion of the course through their bursary application process. Details of the criteria, conditions and application requirements can be obtained from the Clerk at [virginia.rounding@wcobm.co.uk](mailto:virginia.rounding@wcobm.co.uk).

Up to 10 bursaries are available based fairly on an assessment of need. The award of bursaries for the course fees is at the discretion of the Trustees but they will look sympathetically at applications from applicants employed by businesses with limited training funds available.

Applicants from businesses with well-funded, in-house training budgets are less likely to be able to make the case that a bursary is needed. Successful applicants will be permitted to give irrevocable instructions to the Trustees to pay the bursary to a lender or funder of the course fees on successful completion of the course.

One of the bursary conditions will include a commitment to remain in the industry for two years on completion of the course.



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### Course Structure

Semester A	Semester B	Semester C
Enhancing the Customer Experience	People & Organisations	Business Improvement Plan
Making Business Work		



# Margin Development Programme

Top 10

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 to use a merchant and how these 'drivers' change over time



- Understanding the market reputation of the business the delegates work for, and how this reputation should influence pricing decisions
- 'Reasons to Say No!' – Exploring techniques to encourage sales people to hold firm on pricing when appropriate, and knowing when to provide a discounted price
- 'The Perception of Value' - This fascinating exercise proves to delegates that their view of a product being good value or expensive is nearly always subjective and therefore should not influence pricing decisions.
- 'The Boxer' – How most merchant staff view the competition and entangle themselves in 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.



**Ian Haldane**  
Managing Director  
Haldane Fisher

*"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"*



# Leadership

# Better Banter: Humour or Harassment?

## Course type

Regional or in-company

## Learning format

Classroom based

## 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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# Data Protection

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

½ day

## What do you get?

Certificate of Attendance

## Course overview

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

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

## Who would this benefit?

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

## Objectives

Running this session, you'll:

- Understand the eight data protection principles
- Understand the risks, fines and possibility of audits



- Understand the data you hold and your justifications
- Identify areas of weakness and vulnerability in your business
- Manage consent more effectively
- Identify different data roles
- Acquire the skills needed to get data right.

## Content

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



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# Halborns.

# 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.

# Driving Performance

## Course type

Regional or in-company

## Learning format

Classroom based

## 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

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 Day

## Further development opportunities

- Diploma in Merchant Management

## What do you get?

Certificate of Attendance

## Course overview

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

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

## Who would this benefit?

Managers, Assistant Managers, Stock Control Managers, Yard Supervisor/Foreman, Counter Supervisor, Showroom Manager/Supervisor and Transport Managers.

## Objectives

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



## Course content

- The importance of successful time management
- The nature of time and the key principles of time management
- Common time wasters (and what to do about them)
- Habitual time-loss and identifying unnecessary and unproductive habits and activities
- Using a daily time log to record progress and identify distractions
- How to be both efficient and effective (including analysis of your key tasks and responsibilities)
- Achieving a satisfactory work-life balance
- 'The Helicopter Scale' and why most individuals prioritise the least important tasks
- 'Rocks in a Bucket' – this great analogy explains one of the leading principles of effective time management
- Taking control of paperwork, the phone, and e-mail
- The do's and don'ts of delegation (who's got the Monkey?)
- Using Next Action Steps to progress larger tasks (or projects)
- Handling interruptions and procrastination
- Determining which tasks are important and which are urgent
- Developing a personal time management system that works for you.

# Excellence in Business Writing

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 Day

## Further development opportunities

- Presentation Skills

## What do you get?

Certificate of Attendance

## Course overview

This course is designed to show how best to construct a full range of business correspondence.

It will ensure total understanding of the way written communication should be produced and the pitfalls that arise from sub-standard correspondence.

## Who would this benefit?

- Managers
- Assistant Managers
- Office Managers/Supervisors
- Anyone responsible for producing business related correspondence.

## Objectives

- Aware of elements and structure
- Correct use of punctuation and grammar
- Proven effective techniques
- The reader's perception
- The difference in writing styles and when to use them.



## Course content

- Considering your audience: what to consider and why it's so important
- Overview of different writing styles (and when to use them)
- Review of different genre (e.g. e-mail, memos and letters) and how to approach them
- Aspects of good style
- Use of active and passive verbs and subject-verb agreement
- Sentence structure and effective paragraph writing
- Focusing on clarity and consistency (including tips for avoiding ambiguity)
- Dealing with spelling – some notorious words, word endings and homophones
- Editing and proof-reading techniques
- Correct use of punctuation (including parentheses, apostrophe and quotation marks)
- Writing effective press releases
- Promotional writing, copywriting and writing for the digital media.

# 'From Hello to Goodbye'

## Course type

In-company

## Learning format

Classroom and branch based

## Programme duration

Tailored to requirements, to include initial branch visits followed by de-brief.

## Further development opportunities

- Essential Sales Skills
- Excellence in Customer Service.

## Programme overview

Following initial discussion to confirm 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 a de-briefing highlighting areas in which improvements can be made, along with suggestions as to how these may 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 this benefit?

Any business that would like an honest and unbiased 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.



## Programme content

Designed with your specific needs in mind, this will often include elements of the following:

- 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 return from displays
- Effective communication to enable better customer service
- Missed sales opportunities
- How complaints are handled
- Feedback from your customers.

"The tutor's experience of our sector made him credible in their eyes and by mucking in with them for the day he was able to get a lot of valuable information from their perspective. He also gave us the benefit of a fresh pair of eyes on the customer's experience from the moment they see our signage from the road."

**Jane Wilkes, HR Manager**  
- Challenge Fencing



# 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...

## Course type

Regional or in-company

## Learning format

Classroom based

## Maximum numbers of delegates

12 delegates

## Course duration

3 Days

## 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 or in-company

## Learning format

Classroom based

## Course duration

½ Day

## What do you get?

Certificate of Attendance

## Course overview

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

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

## Who would benefit?

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



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

## Objectives

Running this session, you'll:

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

## Content

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

Delivered by

# Halborns.

# Mental Health First Aid

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 Day

## What do you get?

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

## Course overview

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

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

## Who would this benefit?

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

## Objectives

- An understanding of what mental health is and how to challenge stigma
- An understanding of common mental health issues
- The causes, symptoms and treatment of common mental health problems
- Knowledge and confidence in spotting the signs of mental ill health



- Confidence to support someone in distress or who may be experiencing a mental health issue
- An introduction to looking after your own mental health and maintaining well-being.

## Course content

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

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

## Disclaimer

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

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

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

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



# People Management Skills

## Course type

Regional or in-company

## Learning format

Classroom based

## 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 this 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.

# Presentation Skills

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 Day

## Further development opportunities

- Driving Performance
- Diploma in Merchant Management.

## What do you get?

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

## Course overview

These days, the ability to present well has never been more important.

Whether it's presenting to colleagues, giving an important speech at conference or a product demo to customers, your ability to influence and express yourself clearly is a make-or-break skill.

## Who would this benefit?

This workshop is suitable for those new to presenting and those who would like to brush-up on their skills. No prior knowledge is required.

Suitable for those in supervisory and management positions from junior to mid-level seniority who have to:

- Deliver Key Note Speeches
- Make Presentations at conferences and events
- Present at Boardroom level
- Persuade and influence colleagues internally
- Give sales presentations
- Deliver information to clients.



## Objectives

Attend this workshop and you will:

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

## Course Content

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

# Staff Engagement & 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.

Top 10



# Yard Foreman 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.







# Sales

# Bathroom Design with Sales and Customer Care

## Course type

Regional

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Kitchen Design with Sales and Customer Care

## What do you get?

Certificate of Attendance

## Course overview

The success to planning any bathroom depends on understanding and adhering to the design process – which is all about knowing how to take a good brief from your customer. Vitally important is the correct and accurate way of carrying out a survey, keeping up with current compliance and how that impacts on your 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.

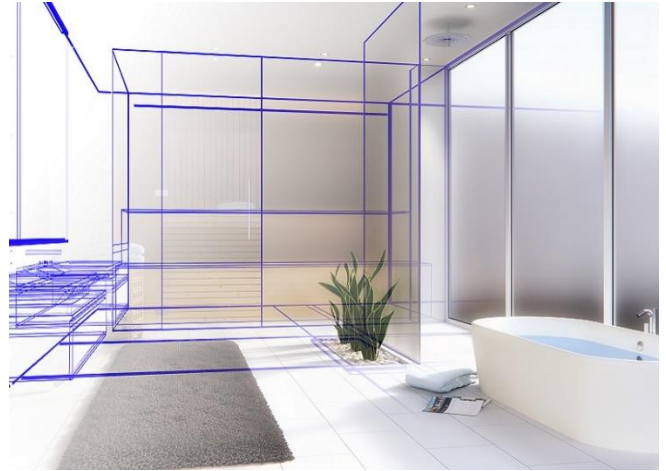
Learning to prepare plans that the customer and the installer fully understand and can work to results in a successful installation. Presenting the design/plan in a confident and professional manner will almost certainly secure the order and put you one step ahead of the competition.

## Who would this benefit?

Anyone involved in the planning and preparation of bathroom 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.

# Client Sales Fast Track

## Course overview

The Sales Fast Track is an ISM (Institute of Sales Management) 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



## SALES FAST TRACK

### 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 ISM 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 ISM Quality Management Team, you will be awarded Executive EISM (Equipped to Excel) by the Institute of Sales Management.
- 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.



## Programme Summary

Course Title	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
Academic Recognition	Institute of Sales Management ‘Equipped to Excel’ EISM	Target Audience	Anyone in a sales role Maximum 8 delegates



# SALES FAST TRACK

## What’s in it for me?

- Apply different techniques to maximise your sales performance
- Discover the art of selling using a proven six step sales process
- How to manage and maintain a Sales Dashboard
- Adjust your style 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 ISM your applied learning to achieve academic certification

## Your Winning Development Team

The Sales Fast Track Programme is delivered in partnership with:





# Essential Sales Skills

Top 10

## Course type

Regional and in-company

## Learning format

Classroom based

## 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

# Increasing Sales on the Telephone

## Course type

Regional and in-company

## Learning format

Classroom based

## 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 and in-company

## Learning format

Classroom based

## 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.

# Kitchen Design with Sales and Customer Care

## Course type

Regional

## Learning format

Classroom based

## Course duration

2 day

## Further development opportunities

- Bathroom Design with Sales and Customer Care

## 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. Vitally 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.

Delivered by

**Mascari**



# Maximising Margin

## Course type

Regional and in-company

## Learning format

Classroom based

## Course duration

2 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 and in-company

## Learning format

Classroom based

## 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.

Top 10

# Sales Training for Sales Representatives

## Course type

Regional and in-company

## Learning format

Classroom based

## Course duration

4 days in total.

The course is run over 2 blocks of 2 days.

## Further development opportunities

- Maximising Margin

## What do you get?

Certificate of Attendance

## Course overview

This in-depth sales course will enhance the expertise used by existing sales representatives and provide new concepts and techniques to make the most of their sales visits. This will explore the requirements needed to ensure successful sales pitches and show how to engage your customer in your product lines and services.

## Who would this benefit?

Newly appointed or existing Representatives looking to improve their sales skills.

## Objectives

- Understand the customer better to encourage strong business relationships
- Be aware of your own selling style, strengths and weaknesses
- Be confident in qualifying and closing the sale
- Assistance with finding and retaining customers
- Improve time management and territory management skills
- Use effective communication skills to efficiently identify customer needs and to recognise buying signals.
- Know when to discount and when to 'hold firm'.
- Increase sales and improve the bottom line



## Course content

- The role of the representative and how much time should be spent out 'on the road'
- The 'Sales Cycle' and how to build rapport quickly
- The reasons customers select their merchant of choice and why price is only one factor in this decision
- Understanding and dealing with different types of customer utilising 'Character Type Recognition'.
- Individual selling styles and attributes of a sales person and how to sell according to your strengths
- Differentiating yourself from the competition whilst maintaining integrity
- Being an effective conduit between customer and branch
- Verbal and non-verbal communication skills including 'pushing and pulling'
- Knowing when and where to discount and how to gain advantage when reducing a price
- Handling objections and closing the sale without seeming pushy
- Following up quotes by the use of intelligent questioning and not simply chasing customers for an answer
- Dealing with complaints and difficult situations in a confident and assertive manner.

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

# 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.





# 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.

# Excellence in Customer Service

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Sales Training for Sales Representatives
- Increasing Sales on the Telephone
- Maximising Margin.

## What do you get?

Certificate of Attendance

## Course overview

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

## Who would benefit?

Any member of the team who has regular direct contact with customers. This includes Branch Management, Counter Sales, Internal Sales, Yard Operatives and Drivers. Course content will be tailored to suit the target audience.

## Objectives

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



## Course content

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

"This was a crucial course at a crucial time for the development of the business. The whole team was left inspired, myself included, and everyone without exception enjoyed and benefited from the training. We had to change the culture and mind-set to become pro-active. I will not hesitate to contact BMF when we need more assistance"

**Paul N Rogers, Managing Director - Norman Piette (Guernsey)**

# Finance for Non-Finance Managers

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Diploma in Merchant Management

## What do you get?

Certificate of Attendance

## Course overview

This course is designed to give a basic but informative overview of the finance side of a business, specifically for those not directly involved in the day-to-day function of financial management. This course is a must for anyone with the need to fully understand financial reports and is ideally suited to Managers, Assistant Managers and Supervisors who want to gain a better understanding of their branch P&L account.

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

## Who would benefit?

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

## Objectives

- Gain a basic understanding of finance in business
- Be able to interpret management accounts to make better, more informed decisions
- Understand the relevant KPIs and how to achieve them



- Identify critical areas that affect working capital and profitability.

## Content

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

## Exercises

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



# How a House is Built

Top 10

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## What do you get?

Certificate of Attendance

## Course overview

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

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

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

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



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

## Who would benefit?

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

## Objectives

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

## Programme content

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



# Managing and Controlling Stock

Top 10



## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Reducing Stock Loss and Shrinkage
- Warehouse and Yard Layout.

## What do you get?

Certificate of Attendance

## Course overview

Managing stock levels is the key to any merchant/supply business. This 2-day 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?

- Assistant Managers
- Branch Managers
- Stock Control Managers
- Yard Supervisor/Foreman and Managers with an interest in Stock Management.

## Objectives

- Understand how stock can affect the profitability and service levels in an organisation
- Define the roles and responsibilities of a Stock Manager/Stock Controller
- Understand the principles of forecasting, planning and controlling stock
- Demonstrate effective objective setting in stock control management

- Carry out effective communications regarding stock issues with suppliers, sales staff and customers
- Demonstrate appropriate stock control management techniques.

## Course content

- The importance of effective stock management and role of the Stock Manager/Controller
- Setting objectives and targets in stock control management
- Understanding stockturn and its effect on profitability
- Forecasting and planning stock
- Managing demand and supply
- Safety stocks and setting stock levels
- Managing the risks and costs of holding stock
- Simultaneously meeting customer needs and minimising stockholding.

# Measuring Building Quantities

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Plumbing & Heating Estimating Workshop

## What do you get?

Certificate of Attendance

## Course overview

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

The one-day workshop is designed to develop:

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

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

- Foundations
- Ground floors



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

## Who would benefit?

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

## Objectives

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

## Course content

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

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



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# Plumbing & Heating Estimating Workshop

## Course type

Regional or 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.

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# Principles of Buying & Purchasing

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Principles of Merchandising
- Finance for Non-Financial Managers
- Managing & Controlling Stock
- Reducing Stock Loss & Shrinkage
- Warehouse & Yard Layout.

## What do you get?

Certificate of Attendance

## Course overview

This course is designed to help anybody involved in stock control & purchasing gain a better understanding of how to be effective in their role, particularly if they are in a 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

## Course type

Regional or in-company

## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

- Sales Negotiation Techniques

## What do you get?

Certificate of Attendance

## Course overview

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

## Who would this benefit?

Trade Counter Supervisor, Trade Counter Assistants, Office Staff, Assistant Manager and any member of staff with a display responsibility.

## Objectives

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



## Course content

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

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

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

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

# Reducing Stock Loss and Shrinkage

## Course type

Regional, in-company or online

## Learning format

Classroom based

## Course duration

1 day to 1 week

## Further development opportunities

- Maximising Margin
- Controlling Stock through Process Risk Analysis.

## What do you get?

- Bespoke Profit Protection Branch Principles Poster
- Personal Loss Prevention Action Plan
- Certificate of Attendance.

## Shrink Academy

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

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

## Who would this benefit?

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

- Regional Directors
- Branch Managers
- Supervisors
- Security Personnel.



## Objectives

- To gain an understanding of the conditions required for colleagues/customers to commit theft and how to reduce such risks
- Identify what are the Key Loss Drivers are within your business and how to reduce their impact
- How to create a Loss Prevention culture within your Business/Branch
- Cost-effective ways to improve security.

## Course content

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

# 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?



# Warehouse and Yard Safety (IOSH Accredited)

## Course type

Regional or in-company

## Learning format

Classroom based (and can include a site walk round for in-company courses)

## Course duration

1 day

## What do you get?

- IOSH certificate of attendance that helps to demonstrate you have received core sector specific health and safety training
- Practical workbook to take away as a merchant-specific safety reference guide
- Spend a day building your confidence by discussing branch safety with a commercially minded H&S expert from Southalls who really understand your business.

## Course overview

The course is deliberately designed to be interactive and engaging with lots of opportunity for participation through games and practical exercises designed to leave merchant staff with the right safety skills to hit the ground running! Leave the course feeling confident that you are operating safely and feel empowered to challenge poor practice that may lead to a serious accident.

## Who would this benefit?

- Managers
- Assistant Managers
- Yard Supervisors.



## Objectives

- Reassurance that you have the key safety knowledge required in a merchant
- Be confident you can delegate yard management to staff suitably trained in the safety measures required in a busy branch
- Improve your branch safety for staff and customers
- Have the knowledge to challenge unsafe behaviour
- Reduce your accident rate
- Impress your health and safety inspector by having the confidence to discuss safety matters with them and being able to demonstrate you are suitably trained
- Impress your insurance company.

## Course content

- Safety law and application in a merchant setting
- Responsibilities and your role in monitoring safety – learn how to design a suitable checklist, monitor 'external' hazards such as contractors and the importance of correct accident reporting
- Understanding how a risk assessment is put together
- Applying the hierarchy of control to risk.
- Identification of merchant specific hazards, including workplace transport, racking, mill machinery, work at height, noise and more
- Practical control measures to reduce risk of key hazards whilst still being able to operate the branch efficiently
- The importance of managing safety using modern tools such as cloud based health and safety management systems.

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**SOUTHALLS**  
DEFINING SAFETY EXCELLENCE

# Marketing

# MARKETING STRATEGY



## Creating and Applying a Marketing Strategy

### Course type

Regional or in-company

### Learning format

Classroom based

### Course duration

2 days

### Further development opportunities

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

### What do you get?

Certificate of Attendance

### Course overview

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

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

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

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

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

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

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

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

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

### Who would benefit?

- Marketing Assistants
- Marketing Executives
- Marketing Managers.

### Objectives

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

### Course content

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

# Digital Marketing

## Course type

Regional, in-company or online.



## Learning format

Classroom based

## 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....

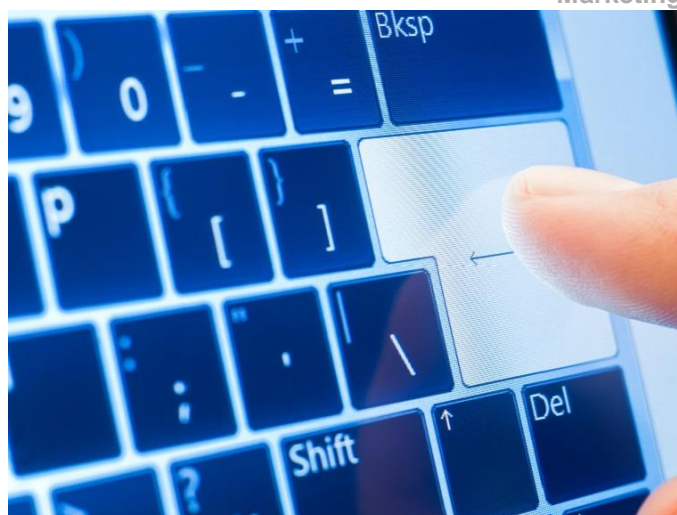
Fast Track Digital Marketing/Digital Marketing Essentials, will give you the space and time to explore the world of digital and how all the parts fit together. During an enjoyable, interactive day, you will discover how to:

- 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.





# Social Media Workshop

## Course type

Regional, in-company or online.



## Learning format

Classroom based

## Course duration

1 day

## Further development opportunities

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

## What do you get?

Certificate of Attendance

## Course overview

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

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

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

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

## Who would benefit?

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



## Course Program

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

## Key Benefits

Following this training course, you will:

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

# Search Engine Optimisation (SEO)

## Course type

Regional, in-company or online.



## Learning format

Classroom based

## 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.



# 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.

## 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 Merchandising 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.

## Pricing

All Building Block courses can be purchased individually, in volume at a discounted price or on a site wide license providing open access to your entire staff.



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 Cortexta, just contact them and request the Building Blocks are added to your academy.

## Feedback

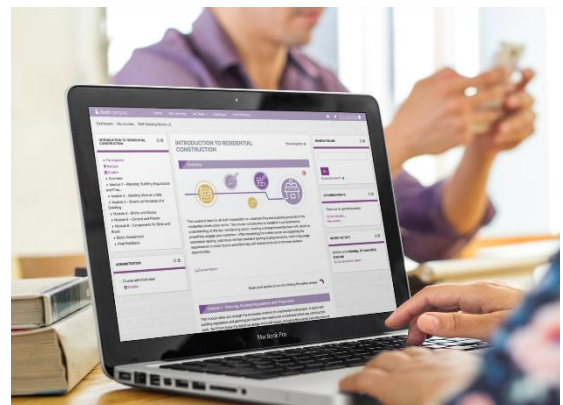
“The Building Blocks are an excellent tool for all, regardless of industry experience and are a great replacement for the old MOLs. Each block is split out into manageable segments which invite the learner to explore the content and concludes with a final assessment.

**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 Cortexta 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 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

15 hours

## Pricing

Standard costs are £125 per learner however all Building Block courses can be purchased in volume at a discounted price or on a site wide license providing open access to your entire staff.\*

## 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

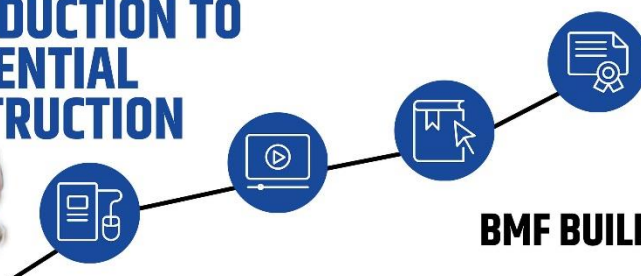
- Understanding building plans and regulations
- The event sequence for residential construction
- Key products for structural elements
- Construction material types and usage
- How cement and plaster are used
- Component products for building fabrication
- Common terminology
- How to advise customers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



## INTRODUCTION TO RESIDENTIAL CONSTRUCTION



## BMF BUILDING BLOCKS

# 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

## Pricing

Standard costs are £125 per learner however all Building Block courses can be purchased in volume at a discounted price or on a site wide license providing open access to your entire staff.\*

## 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

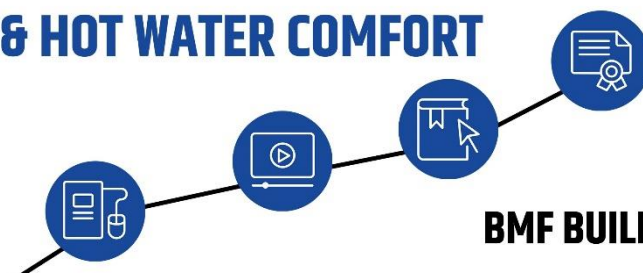
- How hot water systems operate
- Identifying component parts
- How to identify needs
- How to advise customers
- How to specify items correctly
- How to upsell products

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.



## HEATING & HOT WATER COMFORT



**BMF BUILDING BLOCKS**



# BMF Building Blocks – Timber as a Building Material

## 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

## Pricing

Standard costs are £125 per learner however all Building Block courses can be purchased in volume at a discounted price or on a site wide license providing open access to your entire staff.\*

## 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

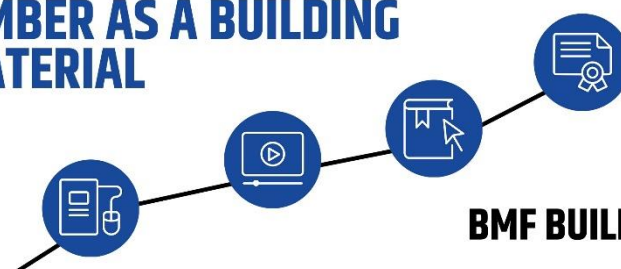
- How hot water systems operate
- Identifying component parts
- How to identify needs
- How to advise customers
- How to specify items correctly
- How to upsell products.

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.



## TIMBER AS A BUILDING MATERIAL



**BMF BUILDING BLOCKS**

# 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

## Pricing

Standard costs are £125 per learner however all Building Block courses can be purchased in volume at a discounted price or on a site wide license providing open access to your entire staff.\*

## Learning Modules

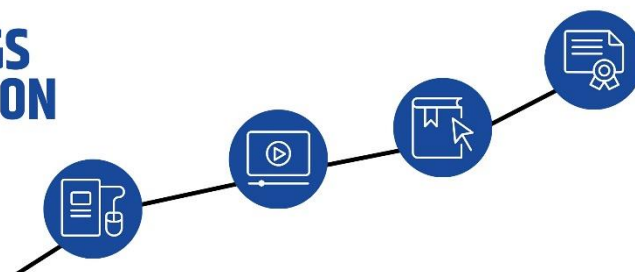
- Principles of Insulation
- Building regulations
- Insulation materials
- Wall insulation
- Roof insulation
- Floor insulation
- Block assessment.

## 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 Safety 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

## Pricing

Standard costs are £125 per learner however all Building Block courses can be purchased in volume at a discounted price or on a site wide license providing open access to your entire staff.\*

## 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

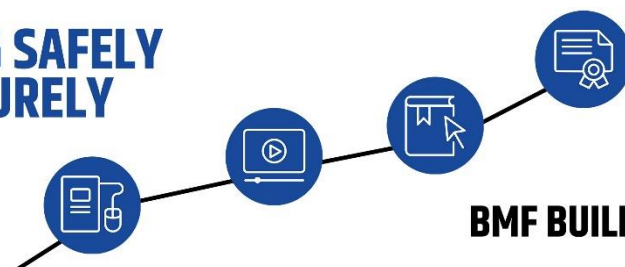
- Key elements of working in a safe and healthy workplace
- Manual handling activities and responsibilities
- What risk assessments are and how they're used
- Good manual handling techniques
- What to consider when working at height
- How to stay fire safe at work
- An introduction to first aid
- What 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.



**WORKING SAFELY  
AND SECURELY**



**BMF BUILDING BLOCKS**

# BMF Building Blocks – Award in Timber Merchenting

## 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 Merchenting, 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

## Pricing

Standard costs are £125 per learner however all Building Block courses can be purchased in volume at a discounted price or on a site wide license providing open access to your entire staff.\*

## Occupational Awards Limited (OAL)

Recognised awarding organisation and approved end-point assessment (EPA) organisation.

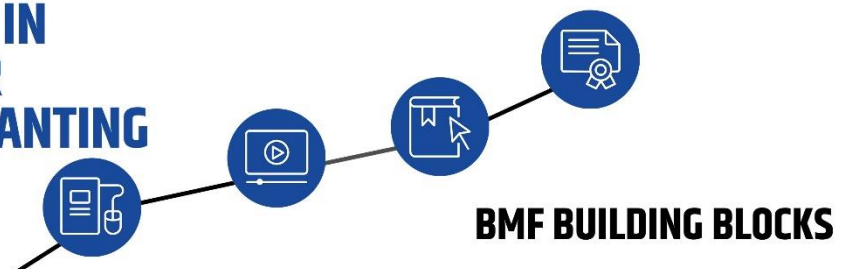


## What You'll Learn

- Timber as a material
- Industry overview
- Introduction to timber
- Procuring sustainable timber
- Converting logs into timber
- Trees and their structure
- Understanding timber products
- Timber in buildings
- Carcassing, joinery, mouldings and profiles
- Sheet material
- Predictability in fire
- Wood coatings and preservatives
- Selling Timber
- Calculating linear metres
- Stock maintenance and storing timber
- Health and safety
- Improving margins
- Successful selling
- Modern Slavery Act
- Block Assessment.

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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# More Information

# BMF Training Testimonials



**Andrew Harrison, Chief Executive Officer, (Plumbing & Heating Businesses)  
Travis Perkins**

“It’s been 40 years since I joined the industry and I still have my BMF certificates from when I first started my career, which was a mandatory part of training.

I think that BMF training really does have the attention to professionalise. Travis Perkins is quite a large organisation and therefore we pretty much train in every arena you can imagine from driver CPC training, product training and all the way through to more professional types of training for employee’s such as our accountants, our IT folks and our lawyers so we really do train almost everything and anything you can think of.”



**Mike Tattam, Sales and Marketing Director  
Lakes Showering Spaces**

“Mick Feleppa is an excellent trainer. He is very well organised and ensured we had a good discussion in advance of the training to ensure that the subject matter covered everything we wanted as a business.

The sales managers provided the following feedback:

- “Reinforcement of relationship building, I’ve always thought it was vital, but Mick proved it beyond a reasonable doubt.”
- “Mick explained everything extremely well, he is very good at what he does.”
- “Although I was organised and structured, this has made me think more in being a lot more structured in my day to day tasks.”
- “I realise that we are a lot closer as a team than I thought.”
- “I can now discuss margin driven results rather than discount, I’ve tried it, it works!”
- “I felt more like a member of a team as we all bonded well.”
- “The selling to each other made us as a group understand that condensing sales pitch can make it more effective.”
- “There was nothing in the course that was not explained well. Mick is a very capable and approachable trainer.”

# Meet the BMF Trainers:



**Amy Hobson**  
SocialB



**Andrew Lloyd Gordon**  
New Terrain



**Andy Scothern**  
EcommonSense



**Angela Kimberley**  
Angela Kimberley



**Brendan Melvin**  
Acuity Leadership



**Glenn Sharples**  
CATG



**Jack Bainbridge**  
TTS



**Jason Routley**  
Learning 2XL



**John Allison**  
Enable Training



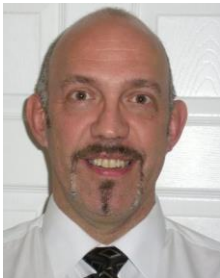
**John Finlay**  
Onward Consultancy



**Kerry Lockyer**  
Oomph Learning



**Paul Harvey**  
RPC Ltd



**Paul Winstanley**  
Bedrock UK



**Peter Sumpton**  
Marketing Study Lab



**Michael Feleppa**  
MF Consultancy



**Richard Green**  
TTS



**Simon Acres**  
Simon Acres Group



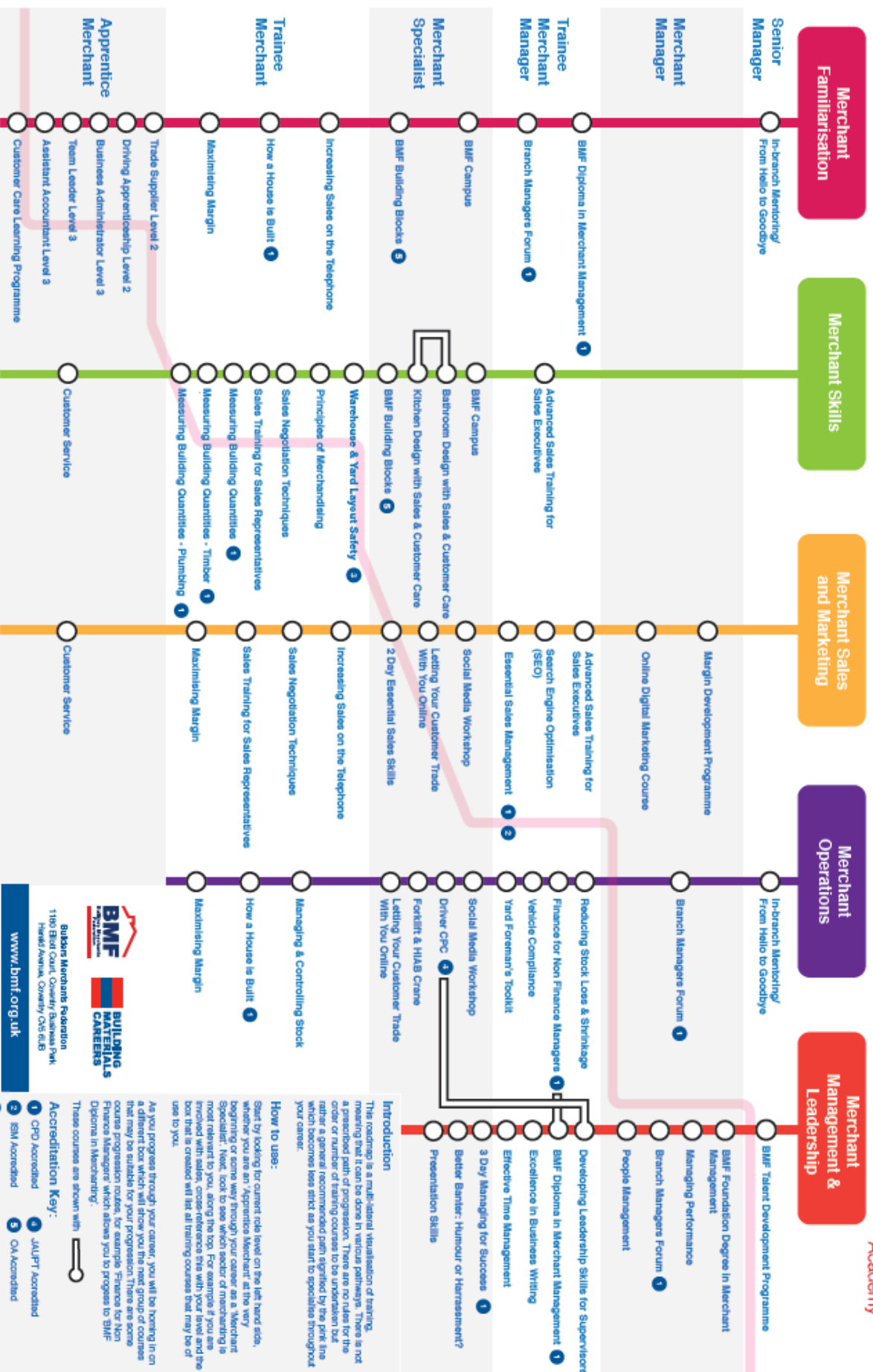
**Sue Reed**  
R & S Consultancy

Halborns.





# BMF Training and Learning Academy Roadmap





# BMF Regional Centres of Excellence

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

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



## Scotland and Ireland

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

## North East/Yorkshire/ East Midlands

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

## West Midlands/ North West/North Wales

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

## South West/South Wales

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

## Great London/Anglia/South East

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

# How to book:

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



**North East, Yorkshire & Scotland**  
David Millward  
M: 07887 678420  
E: david.millward@bmf.org.uk



**North West, Republic of Ireland & Midlands**  
James Spillane  
M: 07702 569001  
E: james.spillane@bmf.org.uk



**Northern Ireland, South West & Wales**  
Richard Jones  
M: 07980 075863  
E: richard.jones@bmf.org.uk



**London, South East & Anglia**  
Alex Clifford  
M: 07703 837710  
E: alex.clifford@bmf.org.uk



**BMF Head Office, Training Coordinator**  
Paige Godsell  
T: 02476 854989  
E: paige.godsell@bmf.org.uk



## Our vision...

“To enable our Members to build **excellence** in building materials supply.”

## Our Mission...

“To enable builders merchants and suppliers to excel at providing materials and services for building a better future by influencing government and supplying industry specific training, knowledge and expertise.”





“building **excellence**  
in materials supply”

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Coventry CV5 6UB  
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E: [info@bmf.org.uk](mailto:info@bmf.org.uk)  
W: [www.bmf.org.uk](http://www.bmf.org.uk)