



Presents

# Training Prospectus (Short Form Catalogue)

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## Introduction

Redbeech Limited offers a range of management development and coaching programmes designed to meet the specific demands of business in the 21<sup>st</sup> century. Our experience of business and management means that our clients gain access to practical skills that deliver immediate and lasting results.

Redbeech Clients benefit from our experience of delivering development programmes to both Blue-chip corporates and Small to Medium Enterprises (SME's) across the UK and Europe. They have found Redbeech services to be critical to the growth of their success and that of their people.

Redbeech offers a **development needs analysis service** designed to construct appropriate programmes tailored to meet an individual client's requirements. To learn more about this and other Redbeech services please see the 'further assistance' section below.

### **Development Programmes**

Redbeech Development Programmes are offered in the following business areas:

- Sales and selling
- Marketing
- Executive and management

In each of the above areas Redbeech offers graduated learning that provides the business or individual with a progressive development of appropriate skills suitable to their operation or role.

It is our experience that development programmes are most effective when linked to return on investment (ROI) metrics. We work with our clients to recommend or develop suitable ROI measures that demonstrate positive changes in performance, productivity and success, resulting from the development programme. We are happy to discuss ROI and our programmes further on request.

### **Executive and Business Coaching**

Redbeech personnel have over 10 years experience of coaching both businesses and individuals to greater success across most industry sectors.

We have found that using executive or business coaching reinforces the individuals learning from any given development programme. We know you will find that coaching aids the business prevent the re-occurrence of old habits, practices while encouraging and supporting the necessary changes that releases personal potential and accelerates business success.

### **Further Assistance**

Other services available from Redbeech Limited include:

- Sales and Marketing Consultancy
- Telecommunications training
- Business Development

For further assistance on Redbeech development / coaching programmes for your business OR to discuss any of our other services please contact:

**Norman Smyrell**  
**Email – [RB\\_Sales@redbeech.co.uk](mailto:RB_Sales@redbeech.co.uk)**  
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## Sales Development

### **Basic Selling Skills – S100/1**

**Target Audience** – Individuals with no experience of selling, or those with a need to formalise their knowledge and understanding of sales.

**Approximate length of programme** – 1 to 2 days

Programme description – This programme provides delegates with the basic skills required by all salespeople and provides a framework upon which to develop personal action for successful selling.

### **Key Selling Skills – S101/1**

**Target Audience** – Individuals with experience of selling who need to accelerate their performance and understand more about key skills in the sales environment.

**Approximate length of programme** – 1 to 2 days

Programme description – This programme extends a delegate's existing sales skills by covering how to become an efficient salesperson who understands the business of sales management.

### **Telephone Selling Skills – S102/2**

**Target Audience** – Individuals with experience of selling who need to accelerate their performance and understand more about key telephone selling skills.

**Approximate length of programme** – 1 to 2 days

Programme description – This programme explains the main building blocks to be mastered when selling via the telephone. This enables the delegate to become an efficient salesperson in the telesales environment.

### **Creative business Writing - S103/C/2**

**Target Audience** – Individuals with experience of selling or marketing who need a deeper insight and understanding of how to write powerful, persuasive and motivational proposals to increase their success.

**Approximate length of programme** – 1 day

Programme description – This programme analyses delegates existing styles of writing and gives techniques for use when writing proposals and responding to customer requests. The approach is to help delegates write customer-centric propositions that motivate the reader into action in their favour and so proactively sell.

### **Advanced Sales Presentations – S104/1**

**Target Audience** – Individuals who wish to improve their ability to present to groups or individuals in a professional and successful manner.

**Approximate length of programme** – 1 day

Programme description – This programme give practical tips on how to become an effective presenter. It shows how to make best use of tools and aids to create powerful, professional and successful presentations

### ***Compelling Sales propositions – S105/1***

**Target Audience** – Individuals with experience of selling or marketing who need to successfully win against strong competition using value based selling techniques.

**Approximate length of programme** – 1 day

Programme description – This programme gives delegates techniques for use when building compelling value based sales propositions that cause potential customers to engage in meaningful dialogue leading to sales.

### ***Telesales Skills Programme – S106/C/2***

**Target Audience** – Individuals with limited or no experience of tele-selling or marketing who need to successfully win against competition. The programme encourages application of individual style and strengths matched to organisation goals and success.

**Approximate length of programme** – 3 by 1 day sessions

Programme description – This is a progressive programme of learning covering basic telesales techniques and encourages self development / improvement within a structured telesales environment breeding repeatable success.

### ***Closing for Business – S107/C/2***

**Target Audience** – Individuals with limited or no experience of closing business in a sales environment.

**Approximate length of programme** – ½ day seminar

Programme description – This is a progressive programme of learning covering recap of simple selling plus negotiation closing techniques. The seminar includes some roll play designed to encourage improvement and enable repeatable success

### ***Body Language - S108/C/1***

**Target Audience** – Individuals with limited or no experience of how body language affects communications in a business environment.

**Approximate length of programme** – ½ day seminar

Programme description – This programme introduces the delegate to non-verbal behaviour and its affect on communication in business. The seminar includes simple techniques to improve an individual's ability to gain respect, acceptance and be heard in the workplace. In addition the seminar enables the delegate to obtain appropriate information from others needed to do business.

### ***Customer Care Skills – S109/1***

**Target Audience** – Individuals with experience of telesales who need to accelerate their performance and understand how to provide exceptional customer care.

**Approximate length of programme** – 1 to 2 days

Programme description – This programme assists delegates become aware of, and provide exceptional customer care to their clients.

## Marketing Development

### ***Marketing for success – M100/1***

**Target Audience** – Individuals with no experience of marketing or how it affects business success and who require a basic understanding.

**Approximate length of programme** – 1 day

Programme description – This programme covers what marketing is, how to analyse your position in the market and offers a number of management tools for use when developing marketing plans and strategies.

### ***'Cool Call' marketing – M101/C/2***

**Target Audience** – Individuals with no experience of cold calling or how to use the telephone as a medium for arranging face to face appointments.

**Approximate length of programme** – 1 day

Programme description – This programme deals with the issues that people face when making 'cold' or 'cool' calls over the telephone to arrange appointments for sales or marketing. The seminar gives techniques that enable the caller to speak to the target individual with the organisation and arrange meeting appointments successfully. The seminar includes role play as a way to reinforce the skills and techniques being explained.

## Executive and Management Development

### ***Negotiation for success – D100/C/1***

**Target Audience** – Individuals with experience of selling who need to accelerate their performance and understand motives and models for successful negotiation.

**Approximate length of programme** – 1 day

Programme description – This programme covers the reasons for negotiation, how to understand both the sellers, and buyers position and offers a powerful ‘win win’ model that delivers long term success.

### ***Building teams for success – D101/1***

**Target Audience** – Individuals with experience of selling who need to accelerate their performance and understand more about key skills in the sales environment.

**Approximate length of programme**– 1 to 2 days

Programme description – This programme explains how to build effective teams by recognition and empowerment of individuals to act within a principle-centred leadership model that maximises performance and commitment to success.

### ***Leadership development – D102/1***

**Target Audience** – This is a seminar for management people with responsibility for influencing business direction and guiding others in achievement of goals and objectives. This seminar is geared towards individuals wanting to gain a better understanding of the characteristics they need to apply that will enable them to grow as leaders.

**Approximate length of programme**– 1 to 2 days

Programme description - This seminar explains the characteristics of leadership and helps delegates to recognise and engage in positive change. The timetable is structured to allow participants the opportunity to learn about themselves and how this can affect their leadership style. The seminar consists of a mix of theory and practice designed to help participants grow in confidence and their ability to lead.

### ***Evidence based Recruitment – D103/C/1***

**Target Audience** – Individuals who are responsible for recruitment of people into management positions and need an understand of how to do so successfully.

**Approximate length of programme**– 1 to 2 days

Programme description – This programme explains how to specify selection criteria and recruit against ideal models of what successful applicants would be like. The course will provide a model for use as part of the interview process to identify suitable applicants.

### ***Pro-active Listening skills – D104/C/1***

**Target Audience** – Individuals who require to increase their ability to manage of people and resources for maximum performance.

**Approximate length of programme** – 1 day

Programme description – This programme gives an understanding of how listening affects communication between individuals and groups. It explains effective ways to communicate clearly without misunderstanding and how to maximise performance of individuals and teams.

### ***Powerful questioning skills – D105/2***

**Target Audience** – Individuals who require to increase their ability to manage of people and resources for maximum performance.

**Approximate length of programme** – 1 day

Programme description – This programme explains how asking the right ‘powerful’ question changes a good conversation into a dynamic interchange between individuals and groups. The course suggests how and where to use these skills.

### ***Executive Management Programme – D106/1***

**Target Audience** – This is a programme of training modules tailored to meet specific client management development requirements. The programme is intended for newly promoted management personnel, individuals whom the company board consider would benefit and board members themselves. The programme consists of the following levels of progression:

- Foundations – a series of seminars covering communication, learning styles, assertiveness, problem solving and leadership skills
- Grasslands – a series of workshops designed for small management groups covering team building, selling skills, customer service skills, principle centred leadership
- High plains – a profiled coaching programme geared to produce success for targeted management.

Approximate length of programme modules – 1 day for seminars and workshops. Face to face and telephone coaching for High Plains.

### ***Conflict Detox – D107/C/1***

**Target Audience** – Individuals who want to increase their ability to manage of people and successfully resolve conflict within teams and the workplace.

**Approximate length of programme** – ½ - 1 day

Programme description – This programme outlines 10 common ways that conflict can arise within teams and the workplace. The seminar then introduces some simple techniques to prevent or resolve the occurrences.

## Business and Executive Coaching

### ***Business and Executive Coaching – EC100/1***

**Target Audience** – Executive or business managers identified as individuals who will benefit from targeted coaching to release their full potential

**Approximate length of programme** – 4 by 45 minute session blocks

The programme consists of a minimum of four confidential coaching sessions designed to provide a positive, supportive environment where the individual can evaluate situations and explore solution alternatives that bring forward movement towards achievement and greater success.

### ***Gunpower, Coaching or What?***

**Target Audience** – This is a seminar for entrepreneurs and managers to learn new strategies and techniques helping deliver Steep Change in business success & achievement.

The seminar

**Approximate length of seminar**– 1 – 2 days

Seminar description – This programme explains how to remove commonly held myths about achieving success and challenging management paradigms with regard to the pace of achievement into the 21st Century.