

Pinnacle Training Solutions

Learning & Development Directory

PINNACLE 
s o l u t i o n s

Regional | In-house | Bespoke |
Professional Development

Learning & Development Solutions for the
Electrical Industry

 **ELECTRICAL
DISTRIBUTORS'
ASSOCIATION**


The CPD Certification Service

Pinnacle Training Solutions



Established in 2002, Pinnacle was created by a small team who had drive and a real passion for developing people to reach their full potential.

We identified there was a strong need for a training and development provider who really knew the market place and truly understood the challenges both Electrical Wholesalers and Manufacturers had. A provider that had the ability to deliver totally relevant training that people could really use.

What makes us unique?

Our people – trainers who are from the industry

Our approach – focused, passionate, driven and relevant

Our focus – workshops are about the delegates, not the trainers

Our belief – any company's most valuable asset is its people

Our workshops – highly interactive, challenging, relaxed and FUN!

We believe our unique approach to your unique people unlocks potential and in turn, delivers you results.

Pinnacle Training Solutions



“If only they understood our marketplace...”

...a sentiment expressed by many business executives and HR Managers when trying to select a training partner.

At Pinnacle we do understand. As specialists in the Electrical Wholesale and Electrical Manufacturer sectors, passionate and dedicated trainers don't just understand the market, they are from it. All our

trainers have experience and a proven track record in one or both areas.

As a wholesaler, whether your business is centered on contractors, industry or end users, our team have a full and comprehensive understanding of the individual needs of these specific sectors. Equally, as a manufacturer, if your focus is wholesaler, contractor, specifier or architect, we offer a detailed and in-depth knowledge of how to achieve great results in these individual areas.

What we offer

- Bespoke training workshops for internal and external sales teams
- Tailored management and leadership programmes
- Open workshops across the UK and Ireland
- Coaching both in the workplace and in the field
- Talent development and appraisal systems

We are able to offer an all-round business solution tailored to your exact needs:

Internal Sales and Customer Service

Regional Open Workshops

Sales and Business Development

Online Learning

Management and Leadership Skills

1-2-1 Executive Coaching

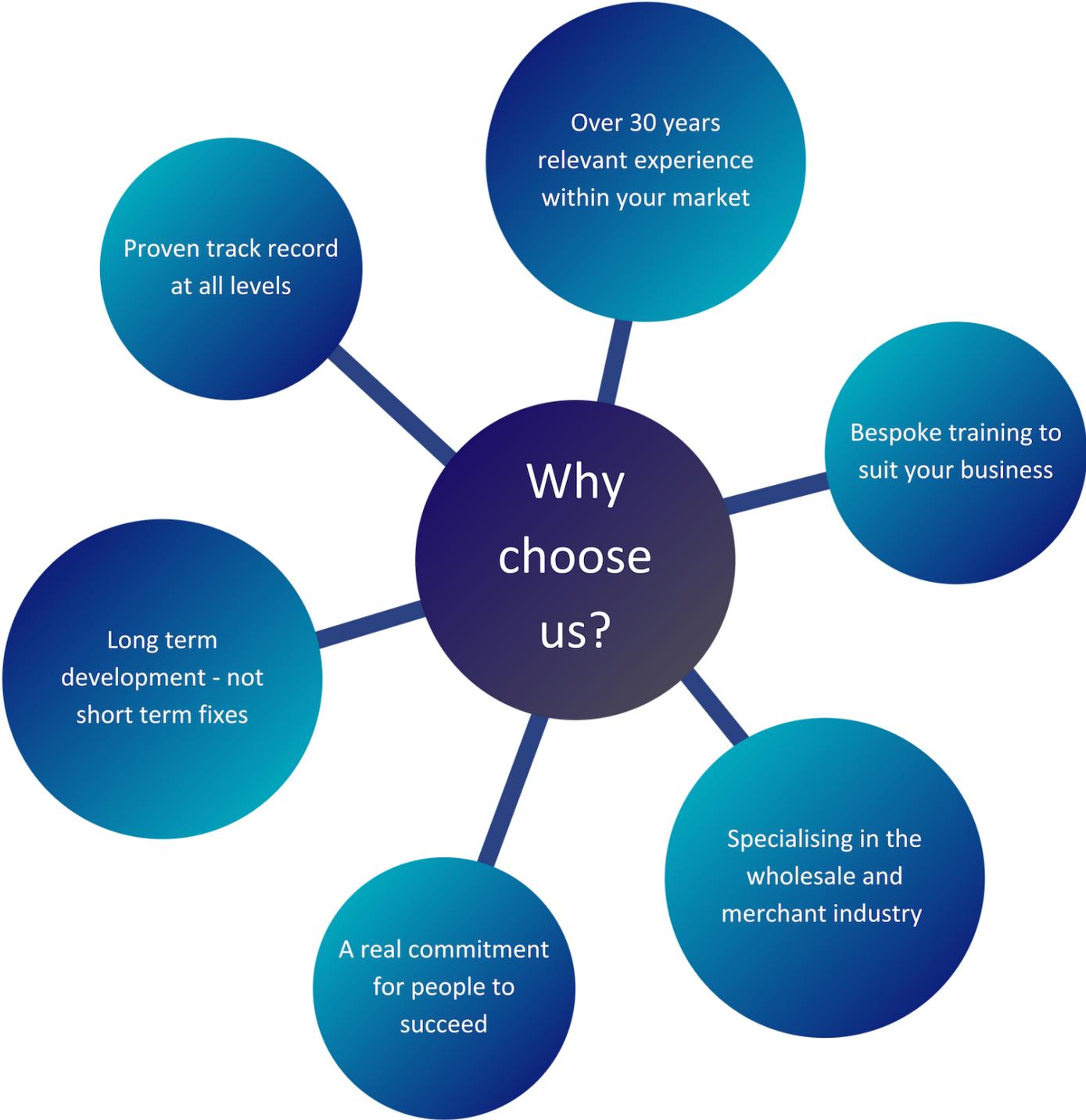
Leadership and Senior Management

Apprenticeship Training

Professional Development

HR Services

Pinnacle Training Solutions



Pinnacle Training Solutions

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Internal Sales and Customer Service

A selection of workshops designed for drivers, warehouse, trade counter and internal sales

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- **Introduction to Electrical Wholesale**
- **Delivering Service and Sales from the Van**
- **Creating Impact in your Branch**
- **Excelling at Customer Service**
- **Pro-Active Internal Sales**
- **Increasing and Protecting Margin**

Introduction to the Electrical Industry



Who Will Benefit?

The workshop is aimed at anyone who has day to day customer contact over the trade counter.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

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What's it all about?

How many people who enter the electrical wholesale industry have any understanding of what an electrical wholesaler does, never mind the products, market sectors, competitors and the like?

This workshop has been designed for new people looking to start a career in electrical wholesaling who have little to no knowledge of the industry or market place. Its key purpose is to give attendees an overview of how the industry functions covering route to market, customer types, top level product sectors, supplier sectors and some very basic product knowledge. The aim is to give attendees an increased level of confidence in the early months of their career when tasked with speaking to customers both over the phone and face to face.

To all of us in the industry, basic product knowledge and terminology never crosses our mind, we know it, to someone who has never set foot in a wholesaler it is daunting to say the least, who outside of the industry even knows what Twin and Earth is? The workshop works excellently as part of any business' induction process for new starters.

What will be covered in this module?

- What is an Electrical Wholesaler and why do they exist?
- A really simplistic view of electrical supply
- The different market sectors; domestic, commercial, industrial
- The different product sectors; switch gear, lighting, HVAC, etc.
- The route to market and manufactures
- Who are the customers?
- What are cash sales and account customers?
- The electrical contractor – what do they want from you?
- The journey of an order

Delivering Service and Sales from the Van



Who Will Benefit?

The workshop is aimed at anyone who has day to day customer contact over the trade counter.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

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What's it all about?

The Van Driver can be described as the 'Face of the Company', often they interact with the customer than anyone else in the business, however they are also often overlooked from a development point of view.

This workshop has been designed specifically for the industries fantastic people who drive the van, looking to develop their confidence and communication skills with customers with a goal of providing a first-class customer service experience to your clients on every drop.

Delegates will assess the importance of their role and the 'Service' levels they provide identifying their key strengths and areas where improvements can be made to help them gain a more focused approach

They will cover some of the basics of good vehicle maintenance, safe driving and effective route planning as well as learning some really simple ways that they can help to grow the business by gaining additional orders and gathering leads.

Finally, they will be encouraged to set quality, measurable, individual goals to take back to the business and implement.

What will be covered in this module?

- What is your experience of delivery services?
- Your service levels and expectations.
- Your customer's real expectations
- 1st Impressions on every drop
- Vehicle care and safe driving
- Effective route planning
- The journey from order to delivery
- Selling from the van
- Gathering sales leads and feedback
- Key attributes of the 'Trade Counter Champion'

Creating Impact in your Branch



Who Will Benefit?

The workshop is aimed at anyone who has day to day customer contact over the trade counter.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

A fun, informative, interactive and most of all effective one-day workshop that gets all attendees to participate and leaves them with both increased confidence and clear learning to enable immediate implementation when back in the branch.

Our trainers are from the electrical industry having worked in wholesaling, manufacturing or both. They have a true understanding and empathy of what it is like to work on a trade counter of an electrical wholesaler on a daily basis and the challenges the role can build.

This workshop is not about changing the world, it is about all of the customer-facing teams learning tips that will enable them to be more confident in front of the customer and contribute more to the sales and profit.

What will be covered in this module?

- The personal reward of increasing sales and margin – changing attitudes
- The basics of Gross Profit, Net Profit and Discount
- The impact of cost up pricing
- Understanding how customers play the negotiation game
- Understanding the perception of worth
- What is a market price?
- The basics of negotiation – Win-Win
- Understanding discount
- Who should get a discount and why?
- Stopping discount rounding
- The confidence to say 'No'
- Confidence to increase pricing
- Asking simple questions to protect the price
- Tips on body language
- Increasing order value and profit
- Adding to every order

Excelling at Customer Service



What's it all about?

This workshop will enable customer-facing team members to look at the personal service levels they provide and help them gain a more focused approach in developing best practice. It will help them take a fresh look at both their attitude and that of the customer.

Who Will Benefit?

This workshop has been designed for customer-facing people looking to develop their customer approach.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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This course will allow delegates to assess their own customer 'Service' rating identifying their key strengths and areas where improvements can be made. Delegates will look at how their behaviour can lose more customers than it gains and also allow them to relate the real cost of errors and the effect they have on retaining and developing customer relationships. Finally, they will be encouraged to set quality measurable individual goals to take back to the business and implement.

What will be covered in this module?

- What is customer service?
- Your service levels and expectations
- What are your customers real expectations?
- Where are errors made and why?
- The real cost of errors
- First impressions – picking up the phone
- Basic time management
- Using a day book
- Having a 'To Do' list
- Making and keeping promises
- The importance of honesty
- Key attributes of the 'Customer Service Champion'
- Your personal 'Customer Service' rating

Pro-Active Internal Sales



Who Will Benefit?

Designed for both new and experienced trade counter and internal sales team members

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

It will give your team simple and effective tools to aid them in the development of both new and existing customers. It will focus on building self-confidence and self-belief, helping the individuals focus on the positive side of sales and what are the benefits to them personally of growing branch sales. The workshop will also look at the need to be resilient, giving them tips on how to deal with rejection in a non-personal way.

It will help them take a fresh look at the way they communicate with all customers moving the focus of all communication to sales development. Delegates will look at basic, easy to implement ways to increase sales with both the reactive and pro-active order and enquiry. As part of the workshop delegates will take away documents and forms that they can tailor and use back in the branch. The module concludes with each delegate preparing an action plan that they can discuss and implement with their Branch Manager back in the business.

What will be covered in this module?

- Introductions and overview
- Setting overall objectives for the programme
- The difference between reactive and proactive
- Who has the greatest influence on branch sales
- Increasing sales over the counter
- Pro-active telephone calls to existing customers to generate business
- Prospecting and information gathering with new customers
- The Key attributes of a 'Great Internal Pro-Active Sales Person'
- Personal action plans

Increasing and Protecting Margin



Who Will Benefit?

This workshop has been designed for both new and experienced trade counter and internal sales team members.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

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This workshop is not about changing the world it is about all of the customer-facing teams learning tips that will enable them to be more confident in front of the customer and contribute more to the sales and profit.

What will be covered in this module?

- The basics of Gross Profit, Net Profit and Discount
- The impact of cost up pricing
- Understanding how customers play the negotiation game
- The basics of negotiation – Win-Win
- Understanding discount and who should get a discount and why?
- Asking simple questions to protect the price
- Tips on body language
- Increasing order value and profit
- The skills of selling up to increase profit
- Selling Promotions – offer to every customer

Sales and Business Development

A selection of essential skills and sales development workshops for new and existing external staff

CONTENTS

- Essential Skills of a Successful Sales Person
- Cold Calling and Booking Appointments
- Effective Customer Meetings
- Business Development of Low Spending Accounts
- Effective Planning for a Sales Person
- Overcoming Objections and Closing the Deal
- The Art of Assertiveness
- Effective Negotiation
- Presentation Skills

Essential Skills of a Successful Sales Person



Who Will Benefit?

Designed for both established and new external customer facing sales teams.

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

This workshop has been designed for both established and new external, customer facing sales teams. It will enable them to learn (or revisit) the key aspects of selling effectively face to face and the importance of building long-term 'business relationships'.

Focusing initially on how they see their roles and responsibilities, honing in on the need for a professional approach to all customers at all times. The days will give them a sounding in the importance of planning and task management, the skills needed to gain those elusive appointments and to ensure clear, goal driven objectives are at the forefront of sales activity. They will drill down into the importance of creating a great first impression on every call and work to build a structure and agenda for conducting successful business meetings.

The aim of the days is to allow the delegates to broaden their abilities in sales, learning how to utilise the Company's unique selling points to grow their business. We will explore using open questions to gain real knowledge of the customer and the importance of really listening in the sales process. Finally, they will be encouraged to set quality, measurable goals as individual to put what they have learnt into practice.

What will be covered in this module?

- What is a Sales Professional?
- What are the Key Ingredients of a Great Sales Professional?
- Creating a Great First Impression on Every Call.
- Planning and Running Effective Business Meetings
- The 'Sales Champion' – Self Assessment.
- Effective Time Management Tips:
- Making Fixed Appointments
- Effective Journey Planning
- Using Open and Closed Question

Cold Calling and Booking Appointments



Who Will Benefit?

Designed for both new and established sales people

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

This workshop has been designed for both new and experienced sales people looking to improve their confidence and effectiveness in cold calling potential new clients and increasing the number of fixed appointments they achieve. The delegates will examine the importance to any business of continuously adding new customers and the need to make it part of their daily activities.

The workshop will guide them through a structured framework for success covering research, the actual call to get an appointment, the first meeting face to face and finally the follow up. Objections are explored using real examples and ways of challenging and overcoming them are worked out. We will explore the fear people have of rejection and how we can reduce this through preparation and a professional approach.

Delegates will be given some basic tools and templates to assist them when they return to their roles. The workshop closes with the attendees reviewing their current customer base/sectors to determine which sectors they should be targeting; this enables them to prepare an action plan to take away and immediately put into practice.

What will be covered in this module?

- Preparation and effective research of potential clients
- The importance of fixed appointments
- Dealing with rejection effectively
- Making successful telephone cold calls
- Building and rehearsing your pitch
- Making first meeting memorable and interesting
- Challenging and overcoming objections
- The importance of follow up

Effective Customer Meetings



Who Will Benefit?

Designed for existing and aspiring Sales Executives/Account Managers

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

This workshop has been designed for existing and aspiring Sales Executives/Account Managers looking to develop their approach to effective customer meetings. It will enable them to look at what the attributes of a 'great sales person' are and how the basis planning and preparation prior to booking a meeting can be the key to success.

The days will give them a greater understanding the importance of planning and task management, the skills needed to gain those elusive appointments and to ensure clear, goal driven objectives are at the forefront of sales activity. They will drill down into the importance of creating a great first impression on every call and work to build a structure and agenda for conducting successful business meetings.

What will be covered in this module?

Day One

- What are your objectives?
- The key attributes of a 'Great Sales Person'
- Getting the basics right
- The Account Manager basics
- Planning and Preparation, the need to book appointments
- Who is your customer?
- Assertiveness and Negotiation

Day Two

- What are we actually selling?
- Listening skills
- Role Play – Wants and Needs
- The account forms
- Action planning

Business Development of Low Spending Accounts



Who Will Benefit?

Designed for both new and experienced trade counter and internal sales team members

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

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What's it all about?

To describe this workshop in simple terms, it is all about providing a framework and the skills to grow your business in the easiest way – with your existing customers!

The day is a challenging yet fun workshop that gets the key sales personnel in your business to work together and formulate a structured plan to develop lower spending accounts that offer potential for growth.

It will give attendees a professional and structured way to work hand in hand with existing low spending customers to identify opportunities and implement a plan to grow their current spend month-on-month. It will enable them to gain the skills to really get to know the customers from a business perspective and not just a personal one.

The workshop is not about changing the world; however, it is about changing the relationships with your customers in a positive way, making them feel valued and resulting in increased sales and profit.

What will be covered in this module?

- Ways to grow business
- What do you want from a key supplier?
- What makes a strong relationship?
- Building a Business Development Strategy
- Understanding the customers' business
- What does your customer want from you?
- Using a business development template
- Identifying Needs and Wants
- Agreement and Partnership
- Consistency and Measure
- Implementing quarterly reviews
- Who to target? When? How?

Effective Planning for Sales People



What's it all about?

It is often said that planning and preparation is the key to success, this is certainly true for any sales person that has to manage an area. Many sales people hate planning, after all it can be boring, but to maximise our potential it is imperative we have a professional and structured approach.

This workshop has been designed to give attendees some fantastic, yet simple skills and tips to enable them to become effective planners, saving themselves hours of wasted time and ensuring regularity of contact for the most important people – the customer.

Everyone attending will leave with ways to make themselves more effective as an 'area manager'.

Who Will Benefit?

This workshop is for any sales person who has to manage and plan customer calls

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

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What will be covered in this module?

- The importance of planning and preparation
- Time – a scarce resource in sales
- Who needs a call, why and how often?
- The importance of appointments
- Geographical call planning
- Getting ourselves and the customers into good habits
- Know your patch and planning accordingly
- Maximizing the number of calls
- Not forgetting to prospect
- Sticking to your plans
- What happens when it all goes wrong?

Overcoming Objections and Closing the Deal



Who Will Benefit?

Designed to offer help and support to new and established external sales people

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, role play, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

This workshop has been designed to offer help and support to new and established external sales people whilst out in the field to build confidence when confronted with sales objections. We begin by asking how much we really know about the customer and how, by doing some initial investigations, it can assist in making some decisions about our initial approach. To ensure we're actually engaging with the decision maker is critical to our success and learning strategies are provided to ensure this is the case – each and every time!

Once the customers' needs are established, we can then begin to engage in the sales process using questioning skills and demonstrating our proposition. Invariably, there will be objections from the customer and we'll investigate the types there are and the reasons for them. Through interactive learning, we work through the potential challenges and overcoming them to ensure it gives you the best chance of closing the deal.

What will be covered in this module?

- Researching the customer to find out what we don't know
- Using information gained to decide on the next steps
- Analysing the principle of MAN (Means, Authority, Need)
- Questioning skills to understand what the drivers are
- Understanding objections – and why they are there!
- Offering solutions to overcoming objections
- When to close?
- How to close effectively

The Art of Assertiveness



Who Will Benefit?

Designed for individuals and teams needing to improve their assertive communication skills

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
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What's it all about?

This workshop has been designed for individuals and teams needing to improve their assertive communication skills. It is especially relevant to sales people who find that those around them (colleagues, managers and customers) are running their day.

It will equip them with the skills and tools they need to think about and handle situations logically rather than emotionally, whilst continuing to build and develop mutually beneficial long-term relationships. By adopting a fresh approach to some difficult communications, this course will help delegates understand why being respected in business is far more important than being liked or feared. Understanding what submissive and aggressive behaviour is will show delegates why assertiveness will always give you the best chance of gaining the result you're looking for.

What will be covered in this module?

- Respecting yourself
- Earning respect to grow your business
- Assertive: what it means? Why is it so important?
- Understand submissive, assertive and aggressive signs of behaviour
- Positives and negatives of behaviour types
- Dealing with aggressive and submissive people
- Practice using assertive behaviour
- Action planning for the future
- Improve their use of time
- Gain a greater level of respect from colleagues, managers and customers

Effective Negotiation



Who Will Benefit?

Designed for individuals and teams, who want a fresh approach to achieving mutually beneficial results during negotiations

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

This workshop is especially relevant to sales people who find that gaining a win/win/win (organisation/themselves/customer) is often the most difficult part of their role. It will equip them with new skills and ten clear steps to achieving the desired result for all involved. This course will cover why assertive behaviour in negotiations is critical to a successful outcome but most importantly if both parties are not striving for a win-win then this result is unlikely.

By the end of the two days, delegates will look at negotiating as a key tool in building mutually profitable relationships.

What will be covered in this module?

- The ten steps of negotiation
- Understanding what a successful negotiation is
- What style of negotiator are you now?
- Preparing for a meeting
- Practice your negotiating skills
- Showing empathy to the other person
- Action planning for the future

What will the delegate be able to do on completion?

- Distinguish between negotiable and non-negotiable
- Look for all the variables
- Set clear objectives
- Prepare fully prior to a meeting
- Negotiate as an equal
- Achieve both short- and long-term win / wins

Presentation Skills



Who Will Benefit?

Designed to improve individuals and team's confidence

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

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What's it all about?

This training module has been designed to improve individuals and teams' confidence, providing them with new skills to prepare and deliver effective business presentations.

It is aimed at the novice presenter through to the more experienced who are looking to refresh their skills whilst remaining open to new ideas.

During many presentations the presenter thinks about their wants and needs, this course looks at what the audience wants and needs are. It will help delegates see where they are now and how they can immediately develop their skills to achieve their goals during a presentation. By attending this course delegates can expect to gain a fresh approach to preparing, designing and delivering a presentation/team meeting and it will prove that you don't have to be a "natural" presenter to make a professional presentation.

What will be covered in this module?

- Why do many presentations fail?
- Preparation = 90% of success
- What should we be trying to achieve?
- Audience wants/needs
- A simple framework to follow when designing
- Physical behaviour and dealing with nerves

What will the delegate be able to do on completion?

- Improve their confidence every time they present
- Alleviate nerves prior to a presentation
- Identify their own strengths and immediate improvement areas
- Set and achieve realistic objectives every time they present

Management Skills

A selection of essential and advanced skills workshops for new and existing managers

CONTENTS

- **An Introduction to Management Skills**
- **Managing and Motivating an Internal Team**
- **Presentation Skills**
- **The Essential Skills of Management – Part 1 of 3**
- **The Essential Skills of Management – Part 2 of 3**
- **The Essential Skills of Management – Part 3 of 3**
- **Effective Time Management**
- **Managing and Motivating a Sales Person**
- **Coaching and Mentoring Skills**
- **Preparing and Running Effective Team Meetings**
- **Conducting Effective Interviews**
- **Conducting Effective Appraisals**
- **Leadership and Coaching**

An Introduction to Management Skills



Who Will Benefit?

This workshop has been designed for members of the team who are new or looking to take the first move into supervising/ managing a team.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

It will enable them to learn the key aspects of team management in very basic and easy to understand terms. Focusing initially on how they manage themselves, the day will give them a greater understanding of the challenges that will face them and how they will need to develop skills to overcome them. They will gain full knowledge of how their actions and image affects the team both from a personality and performance point of view. The aim of the day is to allow the delegates to overcome the initial fears of a new manager and build a confident understanding of the principles of leading a team. Finally, they will be encouraged to set quality, measurable goals as individuals to put what they have learnt into practice.

What will be covered in this module?

- What is management?
- What are the ingredients of a good manager?
- Managing myself before I manage others
- How can I manage time more effectively?
- Managing my environment
- Leading by example

What will the delegate be able to do on completion?

- Understand and apply the basic principles of people management
- Understand the effect of a manager's actions and image on others
- Effectively manage their time and priorities.
- Understand and manage their working environment
- Handle basic staff conflicts effectively
- Use basic motivational skills to increase team performance

Managing and Motivating an Internal Team



Who Will Benefit?

This workshop has been designed for members of the team who are new or looking to take the first move into supervising / managing a team.

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop has been designed for established and/or new Stores/Assistant Managers who have responsibility in managing an internal sales team within an Electrical Wholesaler. The course begins with the delegates looking at their core role and responsibilities especially focusing on the management and organisation of their people. We explore what motivates people, identifying ways we can get more from the team and how most motivators are free of charge. We then finish the first day with some basic tips on handling staff conflict and becoming 'the leader'.

The second day really drills down into both personal and team time management highlighting the need to prioritise work and giving some great tools to help the managers delegate effectively. Finally, in the workshop we discover how the Manager can really drive profit forward through better buying and a more pro-active use of the internal teams. Here we go back to some of the basics and provide some simple yet highly effective and easy to implement tips on how to grow sales.

What will be covered in this module?

- Introductions and overview
- Setting overall objectives for the programme
- The role and responsibilities of a Manager
- Motivating the team to improve results
- The basics of handling staff conflict
- Time management for the team
- Delegation the Managers best friend
- Setting the example and managing from the front
- Growing profit through better buying and a Pro-Active approach to internal sales
- Personal action plans

Presentation Skills



Who Will Benefit?

designed to improve individuals and team's confidence

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

This training module has been designed to improve individuals and teams' confidence, providing them with new skills, to prepare and deliver effective business presentations. It is aimed at the novice presenter; through to the more experienced who are looking to refresh their skills whilst remaining open to new ideas.

During many presentations the presenter thinks about their wants and needs, this course looks at what the audience' wants and needs are. It will help delegates see where they are now and how they can immediately develop their skills to achieve their goals during a presentation. By attending this course delegates can expect to gain a fresh approach to preparing, designing and delivering a presentation/team meeting and it will prove that you don't have to be a "natural" presenter to make a professional presentation.

What will be covered in this module?

- Why do many presentations fail?
- Preparation = 90% of success
- What should we be trying to achieve?
- Audience wants/needs
- A simple framework to follow when designing
- Physical behaviour and dealing with nerves

What will the delegate be able to do on completion?

- Improve their confidence every time they present
- Alleviate nerves prior to a presentation
- Identify their own strengths and immediate improvement areas
- Set and achieve realistic objectives every time they present

The Essential Skills of Management Part 1

Managing yourself and your Team



Who Will Benefit?

This workshop has been designed specifically for managers who have direct responsibility for a team of individuals.

Course Type

Part 1 of 3-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

The module begins with a review of where you are today – the highs, the frustrations and the areas you would like to spend more time focusing on. The majority of managers today recognise the need to get out of the 'day to day detail' – to enable them to focus on the bigger picture. However, the reality of achieving this goal can often prove difficult. The module covers personal time management, empowerment and the ability to retain your key personnel – all of which are critical in creating more time to work on 'long term' growth strategies. Understanding and respecting those new methods take time and planning to implement. The last session of the module looks at how new ideas will affect your team. Attendees will leave the day with a clear understanding of where they provide 'real' value and how to win hearts as well as minds, through creating motivated people to achieve the business objectives.

What will be covered in this module?

- What type of leader are you?
- Managing yourself first
- Managing your team
- Personal and team time management
- Delegation and empowerment
- Prioritising your tasks
- Getting the team to manage their tasks and time

What will the delegate be able to do on completion?

- Move away from the crisis style of management
- Focus on the bigger picture – long term growth and how to achieve it
- Improve their planning and organisation

The Essential Skills of Management Part 2

Leadership and Motivating the Team



Who Will Benefit?

This workshop has been designed specifically for managers who have direct responsibility for a team of individuals.

Course Type

Part 2 of 3-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

The module begins with the importance of setting clear and measurable objectives. We then go on to explore the power of motivation and praise and how this can produce exceptional team results. Managers need to be clear about what they expect of their team whilst understanding what the challenges are within the agreed business parameters. Personal respect is something that is key to gaining trust in order to keep teams focused with long term business ambitions and earning it, rather than expecting it, is central to its success. The day concludes with what it means to lead from the front and by example in order to demonstrate true leadership skills.

What will be covered in this module?

- Setting objectives – clear, measurable and achievable!
- Motivation and praise – how do we strive to be better?
- What expectations do I have as a leader?
- The importance of honesty and respect – for self and team
- Leadership and leading from the front

What will the delegate be able to do on completion?

- Develop the ability to set clear and defined objectives that demonstrate ambition and accountability
- Recognise how energized motivation and genuine praise can invigorate team performance
- Understand how I am perceived by others in order to sharpen my expectations
- Build a team that is based on respect, open-ness and honesty that is all-inclusive

The Essential Skills of Management Part 3

Understanding Team Behaviour



Who Will Benefit?

This workshop has been designed specifically for managers who have direct responsibility for a team of individuals.

Course Type

Part 3 of 3-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

The module begins by exploring what your particular behaviour type is. We then go on to examine the behaviour patterns of submissive, aggressive and passive people and how this can affect the working dynamics in management approaches. By investigating assertiveness, we discover how this trait can influence both honesty and respect to broaden a deeper understanding of both team and self. In the final part of the day, handling staff conflict is investigated, looking at the root causes which leads to disharmony. Delegates will leave with strategies designed to mitigate negative behaviour and to utilise their own positivity in order to embolden and empower their teams.

What will be covered in this module?

- What is your natural behaviour type?
- Understanding behaviour types – submissive, aggressive, assertive
- Assertiveness – what it means and why it is so important
- Handling aggressive and submissive people
- Gaining respect through assertiveness

What will the delegate be able to do on completion?

- Acknowledge your own behaviour type in order to adapt and influence management style
- Recognise the aspects of differing behaviour patterns in others to build confidence in working relationships
- Understand the benefits of being assertive by gaining respect and being in control
- Set clear expectations of their team about what is acceptable and what is not
- Handle staff conflict with confidence

Effective Time Management



Who Will Benefit?

aimed at those who find they are not managing their time as effectively as they know they should be.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

"I just didn't have enough time to..." is a much-overused phrase in business today. Companies are looking for employees who can agree to an objective and then deliver quality results within the agreed timescales, be that a daily objective or a six-month business forecast. However, people and circumstances often result in objectives being agreed with little thought as to whether it is achievable or even worthwhile!

The module works with delegates firstly assessing how they manage their own time on a weekly basis. By creating a time matrix, delegates will be able to note what tasks they personally need to achieve and what tasks need to be delegated/binning. Often tasks are agreed due to the fear of upsetting the other person – the module helps attendees to say "no" to a task without causing offence or feeling guilty.

What will be covered in this module?

- Why do we need to manage our time effectively?
- What are the results of ineffective time management?
- Choice – how we decide what we do/don't want to do and the effect our decision has on others
- Look at how effectively time is managed by an individual in a working week
- How to deal with interruptions and delegate without guilt
- Breaking old habits and introducing daily objectives
- The link between poor time management and stress
- The art of managing the boss – what are the results of agreeing to unachievable timescales
- Saving time at meetings

Managing and Motivating a Sales Person



Who Will Benefit?

Designed for established and new Branch Managers who have responsibility in managing an external sales person to deliver sales targets

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop will enable them to learn the key aspects of setting clear objectives whilst recognising the obligations the Manager has in driving the branch forward. Focusing initially on how they see their sales person, the days will provide them with a solid and effective framework for mentoring and motivating their sales person in order to maximise time in front of clients. We then go on to explore the importance of leadership and how, through structured reviews, the aims and ambitions of the business are delivered from a positive and proactive sales viewpoint.

The aim of the days is to allow the delegates to broaden their abilities in team management, understanding how key elements of praise, motivation and goal setting will contribute to long term success. Finally, they will be encouraged to set quality, measurable goals as individuals to put what they have learnt into practice.

What will be covered in this module?

Day One

- What is a sales professional?
- Understanding the real objectives of a sales person
- Providing support to get in front of clients
- Building the right foundations with professional inductions
- Setting meaningful and challenging objectives

Day Two

- Your role as a 'Sales' Manager
- Respect
- Simple Time Management Tips!
- Leadership and setting the example
- Providing praise and motivation
- Building the weekly review meeting

Coaching and Mentoring Skills



Who Will Benefit?

The workshop is aimed at anyone who has responsibility for leading and managing either an internal or external sales team.

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

To get the best out of your teams, being an effective coach is one of the key skills of being a great Manager or Leader. The key aim of the course is to ensure you, as leaders, drive results by supporting your team members in their learning, enabling them to develop the skills, knowledge and attitude necessary to successfully deliver their job responsibilities and goals.

This module begins by understanding what coaching is and what contribution it can make to individual and business success.

We then go on to explore the essential differences between coaching and mentoring and how each can be used appropriately and to best effect. Understanding each coaching method to adapt and apply to individual coaching sessions is examined and practised. Finally, we look at how any effective coaching session is followed up and implemented to help the individual reach their personal goals.

What will be covered in this module?

- Setting overall objectives for the programme
- Workshop best practice and outline of day
- What is coaching?
- How does it differ from other management techniques?
- The difference between coaching and mentoring
- Key skills and attributes of a really effective coach
- Developing your own coaching 'style'
- Using communication effectively
- Individual Team Development
- Post training reviews
- Motivational development
- Setting stretching goals and objectives
- Action Plans

Preparing and Running Effective Team Meetings



Who Will Benefit?

The workshop is aimed at new/existing Account Managers/Sales Executives and anyone attending sales focused appointments

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

In an ever cut throat world, making the most of every face to face customer meeting is critical and maximising the time a customer is prepared to give us crucial.

This module begins by assessing where we are now, what we currently do, taking a snapshot of our best appointments and what made them so good.

During the day we assess all the skills and attributes that are required to maximise the golden window of opportunity that is often hard to obtain in the first place but many waste their time to shine.

What will be covered in this module?

- The importance of obtaining customer meetings
- Where we are now?
- Booking and Making Appointments
- Planning and preparation
- In the meeting
- The psychology of selling
- Questioning skills
- Listening skills
- Closing the meeting and obtaining the deal
- Action planning and gaining the next appointment
- Putting it all into practice – Role Play

Conducting Effective Interviews



Who Will Benefit?

Designed specifically for Managers and / or Directors who have direct responsibility for recruiting personnel

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop is designed specifically for Managers and/or Directors who have direct responsibility for recruiting personnel. The module looks at how vitally important it is to select the right person first time and how costly errors in recruitment can be to the business. We look at the need to commit real time to both the preparation and actual interviewing process. Delegates will learn a process that begins by identifying and listing the skills, competencies and experience that applicants 'must have' followed by ones that are 'desired but not essential'.

This list forms the basis of all questioning and allows the interviewer to rank applicants accordingly based on fact and not 'gut feeling'. The workshop will cover the need to obtain pre-interview information from applicants and get them to prepare to ensure a structured and professional interview can be planned and take place. Attendees will work on preparing both open and closed questions to be used in the process and building a meaningful and interesting interview. Attendees will leave with a confidence and process to give greater success in employing the right people and keeping them.

What will be covered in this module?

- The true importance of skilled interviewing and recruitment
- The cost of recruitment and getting it wrong
- Preparation – identifying the essential skills, knowledge, experience and personality traits
- Reviewing CV's against the criteria – sticking to the specification
- Preparing open and closed questions for the interview
- Building the interview – the structure of an interview – start, middle and end
- Ranking and comparing applicants
- Never taking the wrong one.

Conducting Effective Appraisals



Who Will Benefit?

Designed for both new and experienced people managers

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop has been designed for both new and experienced people managers, who are about to embark on an appraisal meeting with their staff. The aim is to give them the tools and correct approach to ensure they conduct positive appraisals that motivate and develop their people, whilst focusing on their company's business effectiveness and growth.

It will help them with their preparation and conduct during the meeting, resulting in the joint agreement of a tangible and achievable working plan that can be implemented and measured in the future. This course will give delegates a fresh approach to developing the ability to not only appraise individual success but also help them achieve the best possible results for themselves and for the business.

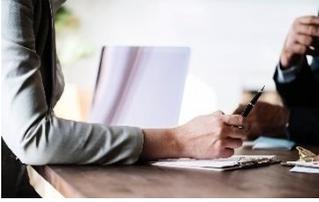
What will be covered in this module?

- What you will gain by holding successful appraisal meetings. Appraisals to support ongoing one to ones
- Developing reviews and measures to form continuous improvement levels
- Creating the right environment
- How to structure the meeting
- Reviewing performance and personal aims and objectives

What will the delegate be able to do on completion?

- Prepare a positive appraisal meeting
- Understand what motivates their people
- Set measurable Personal Development Plans
- Identify real areas for development and methods of achievement
- Raise people's awareness and their responsibility
- Identify company wide areas for improvement

Leadership and Coaching



Who Will Benefit?

Designed for managers who have direct responsibility for a team of individuals

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

It begins with a review of where you are today – the highs, the frustrations and the areas you would like to spend more time focusing on. The majority of managers have adopted a style of management and this module will help you look at your current style and the strengths and improvement areas of that style. Getting the most from your people is the only way as a manager you can focus on long term growth and the way in which we deal with people and help them fulfil their potential is key.

Motivating both individuals and teams in simple but effective steps. We look at setting priorities and sticking to them in work and helping our team to do the same. Getting the opportunity to look at how they can implement new ideas and practices.

What will be covered in this module?

- Change management and where we are today?
- Identifying your own style of management
- The difference between management and leadership
- How to work with people to get the most from them
- The GROW technique of coaching
- Holistic approach
- Setting priorities

Leadership and Senior Management

A selection of courses tailored specifically for leadership and higher management.

CONTENTS

- **Management into Leadership – Developing Strategies Built on Differential**
- **Delivering Powerful and Passionate Speeches**
- **Managing Change**
- **Making Motivation Work**

Management into Leadership

Developing Strategies Built on Differential



Who Will Benefit?

Designed for established Branch Managers and Line Managers.

Course Type

2-day workshop
Regional or in-company

Learning Style

A combination of videos, syndicate groups and challenging interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop looks at the leader's ability to develop and implement strategies to support their departmental objectives. Far too often in business today objectives are agreed with poor or ineffective supporting strategies. This can quickly result in the objective becoming unrealistic and the leader and their team falling under continual pressure to complete a marathon without any strategy other than to buy a pair of trainers!

The module starts by explaining the importance of marketing and management strategy whilst removing the illusion that the subject is only for academic leaders. In syndicate groups, delegates look at why strategies have failed in the past and identify the common pitfalls. The module then looks at competitive differential and helps delegates understand that successful strategies are often built around the unique differentials their business can have over its competitors. Delegates are asked to analyse what differential they offer today and how they could evolve the offer in the future.

The module moves on to bringing the two subjects together, allowing delegates to leave with a clear overview of how to develop strategies built around business differential. We conclude with a session on the implementation of strategies, and the critical role people and communication play in their success.

What will be covered in this module?

- What is strategy?
- Why do strategies fail – what is the knock-on effect to the business?
- Understanding business differential and how to make the most of it.
- Blending strategy and differential to achieve maximum impact.
- Implementing strategies – the critical role of your people and communication skills.

Delivering Powerful and Passionate Speeches



Who Will Benefit?

Aimed at Senior Managers, Managing Directors and CEO's

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

Speaking to groups of people – large or small – is unavoidable in business. There's nothing worse than delivering a yawn-inducing and lifeless speech to an audience that loses interest as soon as you to start to speak! This two-day Masterclass in speech-making and delivery is aimed at Senior Managers, Managing Directors and CEO's who have to deliver persuasive and powerful speeches but who find the task daunting and nerve-wracking. You want your audience to go away enthused and 'ready for action'. Being in control, using effective communication techniques and engaging delivery will ensure your own style - the natural 'you' - is never far away!

What will be covered in this module?

- Enhanced vocal clarity and power
- Variation in the tone, pitch and energy of presentations
- Relaxed and effective use of body language
- The importance of silences, pauses and non-verbal communication
- Learning to feel at ease and relaxed when presenting to large groups of people
- Planning, preparing and presenting individual presentations
- Delivering energetic, attention grabbing, memorable speeches

Managing Change



Who Will Benefit?

Designed for established and new Branch Managers and Line Managers along with HR

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

Out of all the things in life, the one thing that is constant is change – and no more so than in the world of business where the pace of change is often rapid and unpredictable. In order to keep pace with this constant evolution, successful organisations should have everyone focused in the same direction, sharing a common purpose and agreed goals. Leading change is a key management skill – and a tremendous challenge.

This module begins by asking why change and what can the impact potentially be on our business and our people. We then look at the reasons businesses fail and assess the risks associated with it by lack of change. Having a good understanding of the structure and strategy of our business, we look at how making rapid change in one area can hugely affect others – and how this could be managed. Finally, we ask how do you successfully implement a change culture whilst overcoming resistance to encourage teams to embrace change?

What will be covered in this module?

- Setting overall objectives for the programme
- Why Change?
- 4 Key Principles to drive change
- What limits success in businesses?
- The importance of leadership in the change process
- Developing a change strategy
- Overcoming resistance – the fear factor
- How to make change happen
- Understanding the barriers to change
- Communicating the strategy and change process
- Show or Tell?
- Action Plans

Making Motivation Work



Who Will Benefit?

Designed for established and new Branch Managers and Line Managers along with HR.

Course Type

2-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

A key challenge to any business is to inspire people's motivation in order to reach objectives – and to do this with enthusiasm and a sense of purpose and ownership. Clearly the benefits are there to be seen if people are motivated to drive themselves harder and are influenced in the right way from their direct line Manager. Conversely, being demotivated in the workplace can lead to complacency, lack of commitment and be a barrier to performance.

This module begins by assessing what motivation is and to establish what might be important to some but not to others. We then look at the key elements of what motivates – but also what demotivates. By really getting to know our teams we begin to understand individual motivation and to ensure this is effectively encouraged to gain maximum buy-in.

Having a strong team that is all focused and motivated to achieve common goals is developed throughout the workshop, so that teams work seamlessly together to reach their ongoing objectives. Finally, we examine the challenge of motivation as a continual process, creating initiatives that maintain high levels of motivation for all – all of the time!

What will be covered in this module?

- Setting overall objectives for programme
- What is motivation?
- Motivation in ourselves in order to motivate others
- Understanding what really motivates people at work
- Encourage and nurture individuals to be self-motivated
- The positive impact of having a strong team that's fully motivated
- How to keep motivation moving forward constantly

Professional Development

Our programmes are tailored to run over a general frame of 12-months, allowing delegates to receive an on-going learning experience. Programmes have been tailored to suit every position from trade counter to managerial.

CONTENTS

- **The Pinnacle Academy**
- **The Customer Excellence Programme**

The Pinnacle Academy

Management Development Programme



Who Will Benefit?

Designed for Managers or team members identified as potential stars of the future who are ready to develop their skills to the next level.

Course Type

12-Month development programme workshop
Regional or in-company

Learning Style

The course is split between specific classroom type workshops, alongside comprehensive on the job quarterly projects Quarterly one on one reviews and comprehensive feedback and mentoring by Pinnacle and you.

For more information of this programme and its benefits, please enquire at:

www.pinnaclesolutions.net
01952 462300



What's it all about?

One of the key challenges in our industry is not only recruiting people but also retaining them. Most teams rise to management because they show a flair for sales and growing your business. However, the key skills for managing teams and driving high performing branches can prove to be very different from a purely sales driven role.

By identifying who are the potential and future managers in your business, The Pinnacle Academy maps out a comprehensive programme over a 12-month period, shared as a partnership between you and Pinnacle Solutions.

This programme will also benefit business owners and senior managers by creating the next stage of managers where growth is a key objective or succession planning for the future-proofing of the company is critical for the next stage of your business.

What will be covered in this module?

An Introduction to Management Skills

The course begins with an Introduction to Managements Skills analysing what makes a great Manager as oppose to being an ineffective one. The core skills of time management, gaining respect from colleagues and taking a broader view of the team and the business in order to manage effectively are covered in depth.

Managing and Mentoring a Team

We then move on to how to keep a team motivated by leading by example and managing the expectations of individuals whilst ensuring that essential everyday goals are met then exceeded. Taking into account all the different personalities, needs and wants and balancing this with the desire to enable them to succeed – capitalising on their individual strengths whilst mitigating their weaknesses.

Building a Sales Strategy for Success

Building on the foundations previously established, we start to gain experience about how we go about planning our business strategy, learning in the process, the difference between being reactive and proactive. Being clear about setting our strategic objectives provides a roadmap that paves the way forward to develop new levels of business – one that is shared by the Manager and his high performing team

The Customer Excellence Programme

3 Step Workshops



Who Will Benefit?

This open workshop programme has been designed for both new and existing trade counter / internal sales team members.

Course Type

Full day 3-part open workshop
Regional

Learning Format

Classroom based

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

For more information of this programme and its benefits, please enquire at:

www.pinnaclesolutions.net
01952 462300



What's it all about?

Split in to three parts, the open workshop programme allows you to send as little as one team member to attend and up to a maximum of 10 employees. With 3 locations across the UK including North, Midlands and South, the workshops run through March, June and September/October to provide delegates with an ongoing learning experience which they can implement when back in branch.

The Programme provides both new and experienced trade counter and internal sales team members the opportunity to learn key skills to easily increase order value and profit in a non-aggressive way, whilst also generating quality sales and becoming a value-added resource for your customers.

All delegates will have the opportunity to participate in three fun, informative and interactive workshops beginning this coming March that will help them assess their own customer service approach and understand how positive changes can ultimately ensure your customer loyalty and increase your branch's profit.

What will be covered in the Programme?

- Increasing your margin in branch
- Winning customer loyalty
- First impressions and picking up the phone
- Effectively selling add-ons and promotions
- Understanding profit and the confidence to increase price
- Negotiation selling skills
- Increasing your customer base
- Making more out of your new and existing customers

HR Services and Wellbeing

For many businesses that do not have an internal Human Resources Department or even for those that do but wish to use their own resources on other tasks Pinnacle can provide the support they require.

CONTENTS

- **Health and Wellbeing in the Workplace**
- **Conducting Effective Appraisals**
- **Conducting Effective Interviews**
- **Effective Time Management**

Health and Wellbeing in the Workplace



Who Will Benefit?

Designed anyone wanting to better their health and wellbeing

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate working groups, brain storming sessions, individual exercises and challenging interactive discussions.

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



What's it all about?

This workshop has been designed to assist you and your workforce in obtaining a greater wellbeing and holistic approach to your lifestyle.

When we consider that people who are happy and engaged in their work have increased productivity and performance rates of up to 20%, it becomes apparent that with the correct management and skills you can help reduce your sickness and absenteeism thus creating a positive and healthy (both mentally and physically) attitude.

It will involve feedback sessions from other delegates and the chance to learn from other peoples' experiences. There will be plenty of opportunity to create and develop an action plan that the delegates present to their team at the end of the day. There is guidance offered on post course action planning during the day by the trainer.

What will be covered in this module?

- What is Wellbeing?
- Why is your health and wellbeing important?
- Today's accepted lifestyle vs. new legislation on wellbeing in the workplace
- Time Management Skills
- Modern stress - avoiding the unavoidable
- Work / life balance
- Practices to help your nutrition, sleep and increasing your mental / physical fitness

Conducting Effective Appraisals



Who Will Benefit?

Designed for both new and experienced people managers, who are about to embark on an appraisal meeting with their staff.

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net

01952 462300



This workshop has been designed for both new and experienced people managers, who are about to embark on an appraisal meeting with their staff. The aim is to give them the tools and correct approach to ensure they conduct positive appraisals that motivate and develop their people, whilst focusing on their company's business effectiveness and growth.

It will help them with their preparation and conduct during the meeting, resulting in the joint agreement of a tangible and achievable working plan, which can be implemented and measured in the future. This course will give delegates a fresh approach to developing the ability to not only appraise individual success but also help them achieve the best possible results for themselves and for the business.

What will be covered in this module?

- What you will gain by holding successful appraisal meetings. Appraisals to support ongoing one to ones
- Developing reviews and measures to form continuous improvement levels
- Creating the right environment
- How to structure the meeting
- Reviewing performance and personal aims and objective

What will the delegate be able to do on completion?

- Prepare a positive appraisal meeting
- Understand what motivates their people
- Set measurable Personal Development Plans
- Identify real areas for development and methods of achievement
- Raise people's awareness and their responsibility
- Identify company wide areas for improvement

Conducting Effective Interviews



Who Will Benefit?

Designed specifically for Managers and / or Directors along with HR personnel

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop is designed specifically for Managers and/or Directors who have direct responsibility for recruiting personnel. The module looks at how vitally important it is to select the right person first time and how costly errors in recruitment can be to the business. We look at the need to commit real time to both the preparation and actual interviewing process. Delegates will learn a process that begins by identifying and listing the skills, competencies and experience that applicants 'must have' followed by ones that are 'desired but not essential'.

This list forms the basis of all questioning and allows the interviewer to rank applicants accordingly based on fact and not 'gut feeling'. The workshop will cover the need to obtain pre-interview information from applicants and get them to prepare to ensure a structured and professional interview can be planned and take place. Attendees will work on preparing both open and closed questions to be used in the process and building a meaningful and interesting interview. Attendees will leave with a confidence and process to give greater success in employing the right people and keeping them.

What will be covered in this module?

- The true importance of skilled interviewing and recruitment
- The cost of recruitment and getting it wrong
- Preparation – identifying the essential skills, knowledge, experience and personality traits
- Reviewing CV's against the criteria – sticking to the specification
- Preparing open and closed questions for the interview
- Building the interview – the structure of an interview – start, middle and end
- Ranking and comparing applicants
- Never taking the wrong one.

Effective Time Management



Who Will Benefit?

Designed specifically for Managers and / or Directors along with HR personnel

Course Type

1-day workshop
Regional or in-company

Learning Style

Syndicate groups, brain storming, individual exercises and interactive discussions

What Do You Get?

- Course hand-outs
- Full course notes
- Course completion certificate

Book online at

www.pinnaclesolutions.net
01952 462300



What's it all about?

This workshop is aimed at those who find they are not managing their time as effectively as they know they should be. "I just didn't have enough time to..." is a very overused phrase in business today. Companies are looking for employees who can agree to an objective and then deliver quality results within the agreed timescales, be that a daily objective or a six-month business forecast. However, people and circumstances often result in objectives being agreed with little thought as to whether it is achievable or even worthwhile!

The module works with delegates firstly assessing how they manage their own time on a weekly basis. By creating a time matrix, delegates will be able to note what tasks they personally need to achieve and what tasks need to be delegated / binned. Often tasks are agreed due to the fear of upsetting the other person – the module helps attendees to say "no" to a task without causing offence or feeling guilty.

Finally, the module looks at the results of on-going ineffective time management and asks delegates to break old habits to adapt a more focused approach which will benefit everyone – at work and at home!

What will be covered in this module?

- Why do we need to manage our time effectively?
- What are the results of ineffective time management?
- Choice – how we decide what we do/don't want to do and the effect our decision has on others
- Look at how effectively time is managed by an individual in a working week
- How to deal with interruptions and delegate without guilt
- Breaking old habits and introducing daily objectives
- The link between poor time management and stress
- The art of managing the boss – what are the results of agreeing to unachievable timescales
- Saving time at meetings

HR Services

Supporting your business and your employees

For many businesses that do not have an internal Human Resource Department, or even for those that do but wish to use their own resources on other tasks Pinnacle can provide the support they require.

Some of the services we offer are Role Profile writing, employee handbook creation, appraisal/performance review structure, employer relation advice and much more to help assist the running of your business and ensure a smooth flow of processes and procedure.

Below is a selection of HR Services that are provided by us. If you would like further information on how we can help you and your business, please contact us on 01952 462300 or email lucie@pinnaclesolutions.net



GDPR (HEALTH CHECK, ADVICE AND TRAINING)

Knowing GDPR is a must to cover you and your employees. We can offer a health check and advise of any procedures for compliance.



JOB DESCRIPTION DEVELOPMENT

How can we performance manage without a Job Description? We can create bespoke Job Descriptions that flow and work for your business



CONTRACT GENERATION (EMPLOYMENT)

A contract of employment is a legal requirement that covers both the employee and employer during working hours. Do you have yours in place?



POLICY & PROCEDURE WRITING

Do you have a structure? An Employee Handbook even? What do your employees turn to when they need to see what procedure to follow?



EMPLOYEE RELATIONS ADVICE INC. INVESTIGATORY MEETINGS

If a HR measure is required, what support do you have, what process do you follow?



ABSENCE MANAGEMENT PROCEDURE

Lateness, sickness and absence all affect our business. What procedures do you have in place and how do you implement them?

General Workshop Expression of Interest

Workshop title:

If you have a number of employees to attend the same course, we can come to you.

Pick tick as appropriate:

- We would like to arrange the course within our own company premises.
- We are interested in elements of the course, but would like to discuss a tailor-made workshop.

Your information

Name

Company

Address

Postcode

Contact No.

Mobile

Email

Date

Thank you for your interest in our workshops. A member of our team will be in contact with you shortly. If you require further information, please call us on 01952 462300

Please scan back to Pinnacle Solutions at training@pinnaclesolutions.net

Customer Excellence Programme

Learning & Development for Electrical Wholesalers

Creating Impact in your Branch

- 5th June - HellermannTyton, Cannock
- 13th June - Ansell Lighting, Warrington
- 2nd July - TBC, Watford
- 3rd July - TBC, Leatherhead

Proactive Internal Sales

- 11th September - Ansell Lighting, Warrington
- 25th September - ESP UK, Redditch
- TBC, September - South West

Excelling at Customer Service

- 4th December - Ansell Lighting, Warrington
- 4th December - ESP UK, Redditch
- 11th December - TBC, London

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Our **Customer Excellence Programme** is designed specifically for team members working within an Electrical Wholesaler who want to further develop their sales & customer service skills.

For a no obligation chat or free overview of each day, email or call us today!

Training Feedback



"In the 25 years of wholesaling, I have never been on a training course and firmly believed they were a waste of time.

Having been on the first of four, two-day training courses hosted by Pinnacle, I can honestly say I am now an advocate for courses such as these. They are career changing.

It has honestly been eye opening and made me take a step outside of myself and look at the way I have been doing things. we have implemented a few things which are already having a positive effect on the business. the course has truly had a massive impact on myself and my team member and the way we do things so far."

- **BUSINESS MANAGER, LH ELECTRICAL**

"I would like to say the training we received from Pinnacle this year has been excellent, here are a few points that stood out for me:



- *The on –site visits and back ground work done by Barry helped in adapting the training to suit the needs of our business.*
- *The passion in the delivery and the interaction kept everybody involved and interested.*
- *The social aspect of the training was a great idea to get more information in a relaxed atmosphere.*
- *The follow up meetings and numerous phone calls allowed both parties to use ideas or tackle challenges."*

- **DIRECTOR, LEW**



"From the first contact with Barry you realise you are working with someone who operates in a very professional manner. All enquiries were answered promptly and nothing is too much trouble, every discussion was worthwhile. The courses that we eventually chose were set out in such a way that all staff gained the maximum information that was not only personal to our business but totally relevant to their particular job description."

- **SALES DIRECTOR, PHASE ELECTRICAL**

"I have been working closely with Rob Newton and his team from Pinnacle for over 3 years now; they have provided a wide range of training from presenting skills to enhanced customer service.



The main reason I like to use Pinnacle is that they tailor the courses to suit the needs of the individual and have provided great content across all staffing levels from Branch Managers to Sales Assistants. I have been delighted to see how some members of my team have grown in confidence since their Pinnacle training. Rob and his team are constantly developing new content for us and I look forward to working with them again."

- **GROUP MANAGER, CEF**



"Pinnacle were selected as a training partner due to their experience and knowledge of the industry. They take time to understand our needs, and design tailored workshops which are relevant to our company strategy. The courses delivered are always interactive, engaging and totally focused on the specific needs of our business."

- **OPERATIONS MANAGER, KEW ELECTRICAL**

Pinnacle Training Solutions



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