



**PRACTICAL & EFFECTIVE
TRAINING SOLUTIONS
FOR ALL BUSINESS NEEDS
- FROM SHOP FLOOR TO
SENIOR EXECUTIVE LEVEL**





■ WHY CHOOSE JBA

- **Full 360 degree training solution** – the same person will discuss your initial needs, conduct research if necessary, deliver the training and evaluate afterwards ensuring consistency and a full understanding of the way forward
- **You will be guaranteed a trainer with hands on experience** – trainers who have had responsibility for achieving budgets, implementing customer care programmes and managing teams ensure workable, proven solutions
- **Tailor made programmes to suit your specific needs** – all businesses are different and the training has to reflect this. Beneficial research time within your company ensures we have a good understanding of exactly what is needed and we start to build up valuable relationships with delegates and managers
- **Flexibility** – we can train on your premises saving you time and money or help you source a suitable venue if preferred
- **Full range of training solutions** – we can carry out research, training needs analysis, classroom training, coaching & mystery shopping exercises
- **Long term partnerships** – we pride ourselves on building a customer-supplier relationship which ensures we have a thorough understanding of your business for permanent re-enforcement of the training programme
- **Comprehensive feedback following the programme** – this will make managers aware of what has been covered & help ensure the learning points are transferred back into the work environment

■ THE PEOPLE

Julie Biddle, director of Julie Biddle Associates Limited, has over 20 years of sales, management and training experience. Before starting her own training company she headed up the training team at one of Yorkshire's leading training organisations before being headhunted by one of her major key accounts to become National Sales Manager.

In training, she built up an outstanding portfolio of clients from many industries including leisure, fmcg, construction, utilities and finance. Julie commenced her sales career within a major call centre as a pro-active telephone sales advisor but soon progressed to lead the 70 strong team before moving onto other key managerial roles within Sales, Customer Service and Training.

Training and consultancy clients are ensured of an empathetic approach owing to her breadth of experience in practical management and sales solutions as well as hands on responsibility for achieving budget and managing resources.



■ THE ASSOCIATES

Over the years, Julie has built up relationships with a number of first class trainers and business consultants, all experts in their fields.

Should Julie not be available, or it is felt that you would benefit from the services of a specialist trainer, you can always be assured of a high level of service.

Julie Biddle Associates will ensure you are matched with a trainer who is best suited to your organisational culture as well as being highly qualified to satisfy your training requirements.

■ THE TRAINING APPROACH

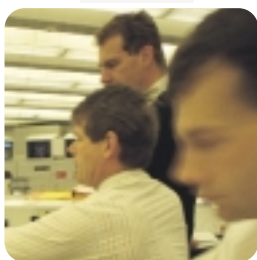
If delegates are to transfer the learning points back into the workplace, it's essential that the training experience is pragmatic, motivational and enjoyable! When putting together courses we ensure we use a variety of training methods designed to maintain optimum interest as well as maximising retention levels. This coupled with the fact that the trainer will be able to demonstrate "hands-on" experience in a comparable environment helps ensure a very successful outcome.



■ THE SOLUTION

Programmes can be tailor-made to your specific requirements.

The list below will give you an idea of what is available from JBA.



- **TELEPHONE TECHNIQUES**
For anyone who needs to project a professional and confident image over the telephone.
- **PROFESSIONAL CUSTOMER CARE**
For anyone within the organisation who is required to handle customers, internal and external, in a diplomatic and professional manner.
- **TELEPHONE APPOINTMENT MAKING**
For sales personnel who are required to gain appointments with prospective customers.
- **SELLING FOR THE NON-SALES PERSON**
For support personnel who can influence the buying decision by applying the correct attitude and customer handling skills.
- **TELEPHONE SELLING**
For personnel who are required to maximise incoming orders as well as those who must actively pursue new business by cold calling.
- **SELLING SKILLS-LEVEL I**
For brand new sales personnel as well as those with some experience but no formal training.
- **SELLING SKILLS-LEVEL II**
For salespeople with at least 12 months experience and those who need to refresh their selling skills.
- **KEY ACCOUNT MANAGEMENT**
For sales people who have the responsibility of bringing in and managing larger accounts.
- **NEGOTIATION SKILLS (SALES AND NON-SALES)**
For those involved in negotiation with customers, buyers or complainants.
- **SALES MANAGEMENT**
For both internal and external sales managers either new to the role or without any formal training.
- **PRESENTATION TECHNIQUES**
For anyone who is required to make formal or informal presentations to either small or large audiences.
- **TIME MANAGEMENT**
For anyone who “never seems to have enough hours” in the working day and will benefit from more effective use of planning, recognising priorities and managing interruptions.
- **ASSERTIVENESS**
For those who either behave too aggressively or passively towards others and would benefit from adopting a more balanced, empathetic approach.
- **THE EFFECTIVE SUPERVISOR**
Suitable for any newly promoted Supervisor, shop floor or office based, and those who have never had the benefit of any formal training.
- **THE MOTIVATIONAL MANAGER**
For both the newly promoted manager and those who have evolved into the management role and have not had the benefit of any formal training.
- **TRAINING THE TRAINER**
For the new classroom trainer and those who have had no formal training.
- **INSTRUCTIONAL TECHNIQUES**
For anyone who is responsible delivering for one to one or small group occupational training.
- **EFFECTIVE COMMUNICATION**
For individuals within the work environment who feel they would benefit from an improved understanding of communication between colleagues, customers and peers.

For further detailed descriptions of course content,
look at www.Juliebiddleassociates.co.uk



As well as classroom training programmes, other business solutions include:

Mystery Shopper Exercises –

find out how your customers are really dealt with over the telephone or face-to-face.

Telephone sales monitoring –

motivational coaching alongside your employees in their own working environment ensuring minimum disruption to your working practices.

Coaching out in the field –

providing 1st hand coaching to external salespeople when out visiting customers. Particularly beneficial if the salesperson does not usually receive this type of training and helps assess training needs as well as maximising selling time.

Training Needs Analysis –

establish exactly what training needs your employees have before embarking on a training programme meaning you only pay for the specific training that is required.

Pre course research –

invaluable in order to familiarise the trainer with the working environment and delegates as well as helping determine training needs and credibility with the team.

Post course evaluation –

establish the true effectiveness of your investment by evaluating the success of the programme and complete the training cycle. Also ensures any problems encountered by delegates can be dealt with.



Julie will be delighted to pay you a visit to discuss your individual or company training needs and to provide you with the most cost effective, practical solution.

For details of programmes available and to arrange a no obligation visit, contact Julie on:

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www.juliebiddleassociates.co.uk



**CONSISTENT
TRAINING SUPPORT
WITHOUT
FULL TIME
COMMITMENT**

Many companies, whilst not requiring a full time Training Manager, still require regular training support. An ideal solution is a retainer contract where you only buy what you need. Simply contract our services for an agreed number of days over a year, say, 2, 3, 4 days per month. These days can be utilised for classroom training, coaching out in the field or office, or consultancy.

By using an external training provider for this service means you will also receive the benefit of completely objective support and advice from trainers and consultants who are also working with other successful companies.

Very beneficial rates are available for this regular commitment and the more days you opt for, the more competitive the fee.