

Training Support – 2019

Workshops, Bite-Sized Learning & Training Programmes

THE FRANCHISE COMPANY

Franchise Consultants

Northern Office: 7 Victoria Road | Darlington | DL1 5SN | Tel. +44 (0)1325 251455
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Current Training Options – 2019

Nick Bramley of The Franchise Company has a UK wide (and growing international) reputation for designing and delivering memorable, engaging and practical, high quality training workshops and programmes that deliver lasting confidence, improved skills and a significant return on both time and monetary investment.

We engage, facilitate, host and challenge in a safe environment providing the level of professional critique and feedback that delivers significant delegate performance improvement – guaranteed.

The following is a list of our current 2019 workshops and programmes that are available as bespoke in-house sessions. Unless otherwise stated, each session can be delivered from a high-impact 2-hour taster, through a half day to a full day of interactive workshop delivery, depending on your required depth of content, delegate participation levels, number etc.

We also offer one-to-one coaching & mentoring in some key areas - just ask to see if this would be an option to suit you.

Presenter & Presentation Skills

- Presenter and Presentation Skills Training & Coaching – 1 Day
- New Business Pitching, Work Winning Skills Training & Coaching - 1 Day

Sales & Business Development

- Building Business Development Confidence for Professionals – 1 Day
- Delivering Growth Through Sales, Marketing, Social Media & PR – 1 Day
- Effective Client Leveraging & Management
- Influencing Skills for Sales & Business Development
- LinkedIn Skills for Business Development
- Managing Effective Sales & Business Development Campaigns
- The Power of an Effective Sales and Business Development Strategy
- Negotiation & Closing Skills & Techniques – ½ Day
- Networking with Skill & Confidence
- Your Personal Brand & Professional Impact – 1 or 2 Days

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Sales & Business Development (Continued).....

- Prospecting for New Business
- Sales Development Programme – 2 Days or 3 Days
- Managing Face to Face Opportunities & Meetings
- Telemarketing & Telephone Sales Success
- Forget Price, Maximising Your Margin – Effective Negotiation Skills – 1 Day
- The High Performing Sales Representative – 1 or 2 Days
- The Sales Growth Plan for an Ambitious Business
- Upselling & Cross Selling
- Building Genuine Commercial Value
- The Power of Marginal Gains on Your Business

People Development – Leadership & Management

- Developing an Effective Coaching Culture
- Effective Supervisory Skills – 2 Individual Days
- Leadership & Management Skills – 3 - 5 Day Programme
- Managing Through & Embracing a Change Management Culture
- Creating & Managing a High Performing Team
- Prioritising & Planning for Success

Marketing

- Creating an Effective Marketing Strategy
- Marketing Effectively Internationally
- Creating a Sales Funnel From LinkedIn
- Connecting Marketing to the Sales Cycle
- Practical Marketing for Non-Marketers
- The Power to Influence Prospects & Customers
- Mapping & Influencing the Customer Experience
- Creating a Genuine Expo Return on Investment

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In addition to the above we offer a number of branded **Bite-Sized Learning Workshops** based on a **Top 10 Practical Tips Theme** – these sessions, branded under our **Business at Breakfast or Lunch ‘n’ Learn** offerings typically run for between 2 hours and a half a day but again, can be delivered in shorter bursts, even as a Keynote Presentation at a Conference or Team Meeting;

- The Psychology of Selling
- Sales Campaign Planning & Execution
- Prospecting for New Business
- Telephone Sales Skills
- Pitching Your Business
- Creating Results from Client Meetings
- Objection Management & Closing Techniques
- Closing Business in Meetings
- Motivating & Influencing Your Clients & Customers
- Client / Customer Development Strategies
- Embracing A Change Management Culture
- Effective Networking Skills
- The Power of LinkedIn
- Leadership & Management Success
- High Impact Presentations
- Making Your Expo Presence Effective
- Grow Your People Through Your Business
- Top Tips for Developing a Marketing Strategy
- Tendering, Proposals & Client Pitching
- Managing a High Performing Sales Team
- The Power of Influence
- Creating & Managing High Performing Sales Functions & Processes

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