



2021 Interactive Webinars, Workshops & Programmes



IMPACTUS Skills



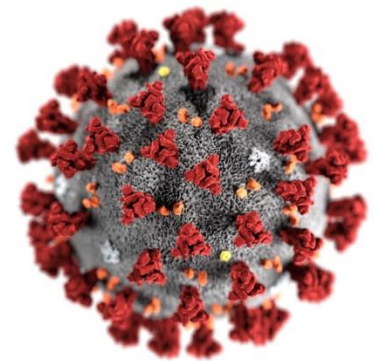
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Training Programmes – 2021

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

Since the global pandemic, IMPACTUS Group & IMPACTUS Skills have been at the forefront of converting market-leading face-to-face Training Programmes into accessible, engaging, market-leading Webinars and Webinar Programmes as THE default option for many clients still seeking to invest in their teams and their businesses.

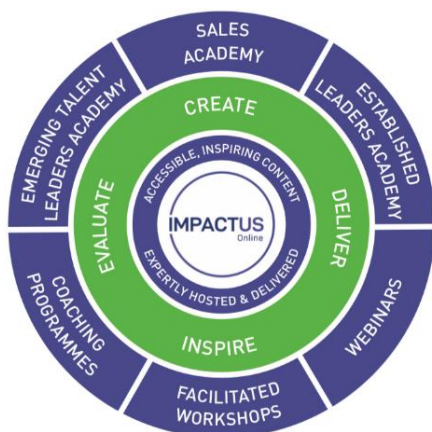


All of our material is current, reflecting the challenges we all face as a result of the impact of the global COVID19 crisis, whether supporting a very different sales and business development landscape or from a leadership and communications perspective.

In all cases, we engage, facilitate, host and challenge our delegates in a safe environment providing the level of professional critique and feedback that delivers significant delegate performance improvement – guaranteed.

Off-the-Shelf or Tailor-Made – The Choice is Yours

At IMPACTUS Group, we offer an extensive off-the-shelf Webinar or Workshop Programme, allowing clients access to high-quality content that is peer approved by many former delegates.



We also offer the same content on an in-house, tailor-made basis, to create content that is 100% focussed on your team, your environment, your challenges and your training and development objectives.

In essence, we offer such flexibility, that it would be almost impossible not to work with us in designing training content that really delivers for you and your business.

We also offer Coaching Programmes to support personal and business development too.





The IMPACTUS Group Online Sales Academy



ONLINE SALES ACADEMY

 90 MINUTE
HIGH IMPACT

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ACADEMY SESSIONS

- Creating an Impactful Sales Action Plan
- Running an Effective Sales Campaign
- Maximising Your Customer Touchpoints
- Creating Inspiring Content
- Pitching Your Business
- Pitching Via Zoom
- Negotiating & Closing
- Key Account Development
- The Sales Power of the Telephone
- Driving Your LinkedIn Performance

This exceptional Webinar programme was originally designed and delivered as an Open Programme in direct response to the original UK Lockdown. Delivered over Zoom as 10 x 90 Minute Sessions, participants could attend, all, one or any number of sessions across the Programme, depending on their learning objectives.

With over 750 bookings across a 5 Week Programme, the content really took the audience by storm. There are many Video Testimonials supporting the IMPACTUS Online Sales Academy on this link – [Click Here](#)

To consider how best to access this exceptional content, which session or sessions would be the best fit for your team and your business, or if the whole Sales Academy Programme would work for you, consider these simple questions;

- Where Is Your Biggest Sales Challenge?
- Which of These Sales Academy Sessions Would Make a Difference to Your Team or Business?
- Individual Session(s) or Full Programme?
- Off-the Shelf or Tailor-Made?
- Zoom, Teams or Other Platform?

The choice is yours, just talk to us to discuss your thoughts, ideas and ambitions.....



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Additional COVID19 Impactful Sessions

In addition to the original IMPACTUS Group Online Sales Academy Programme, we have continued to create inspiring content to cover a number of other key areas that have created challenge and opportunity in equal measure as a result of the pandemic.

We always focus on practical skills and the following sessions have also been superbly supported with exceptional collective feedback.

You can book for these (or any of our Online Sales Academy Sessions) to be delivered at whatever time suits your team or business. Many of our clients choose an early or a lunchtime session, but the choice is yours.



For many clients with larger teams, we have booked repeating sessions across a day or number of days in a planned development schedule – again, the choice is yours.

At IMPACTUS Group we are 100% client focused and offer a host of flexible delivery options.

Sales Re-Imagined – The Changing Face of Sales

When a lot of your traditional routes to sales are closed, shrinking or under pressure, because of, though not exclusively as a result of the global pandemic, what can you do?

When exhibitions, face-to face networking, conferences, client site meetings, product demos, and many other traditional sales and business development routes are blocked, what can you do to hit your targets?

How are some businesses flourishing when others are struggling? What can you do to take more control and do more business?

This highly interactive 90 Minute Webinar will look at how to evolve from a traditional sales cycle to a new style sales cycle that can still deliver results using new techniques, different skills and technology to drive your 2021 performance. This session has been delivered at a number of Conferences and Events and has been described as a genuine game-changer.





Prospecting for New Business in a Pandemic

If one thing is certain in a global pandemic, it is that a lot of routes to market that traditionally worked are no longer available to the business development process. As a supplementary session to the Sales Re-Imagined Webinar, which covers the whole sales cycle and how to re-structure delivery at various key points, this interactive 90 minute Webinar looks at the new skills required by those involved in business development, particularly, starting the engagement at the top of the sales funnel through prospecting.

- 15 Ways to Create New Business Opportunities
- Using Different Platforms & Research Tools to Unearth Potential New Business
- The Genuine Power of LinkedIn as a Sales Generation Tool
- Planning Your Prospecting Activity – Who, What, Why, When, How, etc?
- Managing the Data & Opportunity Potential in Your Prospecting
- Being an Effective Lead Generator

A really practical session for those responsible for lead generation, lead management and filling the top of the funnel with opportunity and potential business.

Get “Sales Organised” – Focus on The Money

Being a Sales or Business Development Professional, whether new business or account management can feel a bit like spinning plates. You have to keep them all spinning, and you cannot let any drop, or can you?

In sales, it can be easy to be BUSY. After all, there are plenty of steps in the sales process, plenty of customers and potential customers and plenty of calls on your time. But, being busy is not the same as being EFFECTIVE.

- There are ways that you can spin the plates without concentrating on all of them all of the time.
- There are ways to focus on the plates that hold the most potential.
- In other words, there are ways to FOCUS ON THE MONEY.

This short, interactive 60 minute webinar will share with you some really quick, practical tips to ensure that you move from busy to effective and stay there. It will help you to plan, focus and better deliver against your KPI's.

So, if you want a break from plate spinning, if you want to focus on closing more business whilst still keeping your customers happy, then this is a session for you.





Effectively Managing a Remote Team



If there is one thing that the global pandemic has changed, probably forever it is the 9-5, the commute to work, working in an office at the same desk, 5 days a week culture.

The work:life expectations of the team demand more flexibility, and despite us all having Zoom & Teams fatigue from time to time,

remote working will be a fabric of the work environment long into the future.

Some can't actually work remotely, but some "leaders" don't like it, some don't yet trust their teams enough (or at all) and some still like a culture of micro-managing everything. For everyone else, this 90 minute interactive webinar is for you.

- Setting Goals
- Maintaining the Right Level & Style of Communication
- Building a Resilient Remote Team
- Creating More Self-Sufficiency
- Task Allocation and Management
- Team Building & Bonding
- The Key is TRUST & COMMUNICATION

If you have a team at home, temporarily, permanently or somewhere in between, if you have a team who you want to support, build confidence in and develop, then this is one webinar not to be missed.

For those that hate the idea of remote workers, can't wait to get back to "normal", then look elsewhere, as the cultural references in this really thought-provoking session will just wash off you!





Online Networking Skills – Zoom Not In-Room

Networking is and has been a cornerstone of many businesses for a long time, but when face-to-face networking is replaced by online networking via the likes of Zoom etc, can it ever be the same and can it still work for you?

- What Are the New Rules of Engagement?
- Which Formats Are Right for You?
- How Can I Stand Out on a Crowded Screen?
- What Does Impact Look Like in Online Networking Circles?
- What Tips & Shortcuts Will Help Me to Make Online Networking Work?

Another highly interactive 60 Minute Webinar that will re-ignite your passion for networking and give you a whole new set of tools to enjoy the new-world experience, whilst still making business sense. Not to be missed if you already network or have any plans to network in 2021.

After all, the only options in the short-term are going to be on a variety of online platforms and sessions hosted to keep your networking fresh.





Sales for Non-Sales Teams – Converting Order Processing to New Business

If you work on a busy Trade Desk, or in a busy office taking customer calls, processing orders and managing the paperwork that goes with it, this will be an essential part of the role. You will need to manage the peak levels of enquiries, customer visits and calls on your time. It can be manic.....

So, is shifting the queue, moving the call on, or getting the customer off the phone with their order placed the ambition? Well, we can see why that might be the case, but in processing the enquiry, serving that customer, or answering the phone and dealing with the enquiry quickly, are we missing an opportunity to create a genuinely improved customer experience?

- Can We Get to Know More About Their Work or Project?
- Can We Understand the Wider Range of Products That They May Need or Want for Their Current or Future Jobs?
- Can We Save Them the Time of Multiple Visits or Calls – Potentially to Multiple Suppliers?
- Can We Save Them Money by Buying More Products at Different Times?

Shifting a queue or answering the phone quickly and dealing efficiently with a customer enquiry is a great start to delivering customer excellence, but what about the bigger picture for them, and for your business?

This 2 hour interactive webinar covers a lot of ideas, hints and tips to build on your existing customer skills and service commitment, but opening up the potential to deliver even more to a customer base that will build loyalty and commitment into your business as a result.





Personal Brand, Professional Impact

We all have a personal brand, we just sometimes overlook it, or in many cases, fail to capitalise on it for the benefit of your professional role or for the wider business. But those that GET IT, are making huge advances in this important area every day.

This is about becoming THE Person of Interest, Thought Leader and Sector Expert for your specialist area and for your business, creating inbound sales potential into the bargain.

- Do You Want to Pull More Customers Towards YOU as That Person of Interest?
- Do You Want to Understand Your Personal Brand & How This Personal Brand Can Create a Significant Professional Impact?
- Do You Want to Expand on Your Personal Content Strategy to Support the Positioning of Your Expertise?

This practical 90 minute webinar will really deliver on your strategy, your plans and your future success. We will deep-dive into areas such as;

- Understanding Your Personal Brand Starting Point
- Creating a Personal Digital Strategy & Action Plan
- Aligning Your Ambitions with Your Business Branding
- Collaboration Potential to Grow Your Impact More Quickly
- Creating a Personal Content Plan and Communications Calendar
- Quick Wins in Growing Your Digital Footprint
- Content Is King – How to Create Engaging Content That Raises Your Profile as an Expert, Person of Interest

Highly practical, it will “get things done” in the session, ready to motor on into a very successful personal and professional future.





Professionalism for Front Line, Customer Facing Team Representatives

We often invest in our “white collar” teams in terms of “softer skills”, but what about Apprentices, Supervisors, Trade Desk teams and even experienced Maintenance, Service and Engineering staff? Many are customer facing – at least from time-to-time.....

How do they work? Do they understand the whole professionalism agenda, particularly if and when customer facing?

This is a very hands-on, thought-provoking 90 minute interactive webinar that covers everything from self-awareness, company expectations, customer expectations, behaviours and values, action & consequence and of course safety and personal responsibility. It also covers business opportunity spotting, but only by way of an aside at this stage. This is a really focused and thought-provoking session.

Building a Commercial Culture Across Your Business in 2021

The commercial success of a business is not the sole domain of the Commercial Director, Manager or Team, or even just the business Directors & senior leadership team. In fact, it is the collective responsibility of EVERYONE, especially in challenging times.

How do you build a culture of positive commercial awareness and value right across your business?

This interactive 2 hour webinar will share some really challenging and thought-provoking content that get everyone thinking commercially.

- What Does Thinking Commercially Even Look Like?
- Your Individual and Collective Commercial Responsibilities
- Marginal Gains – Doing 100 Things 1% Better
- Identify & Explore Collaboration Potential
- Gap Analysis – Spotting Potential to Improve Performance
- Risk Awareness & Risk Management
- Keeping & Growing Customers v Losing & Replacing Customers

This is an excellent session that engages people from across the business and really starts to explore a positive commercial culture for your business. There are no downsides to running this with your team or attending an open session to get you thinking.





Make Simple, Effective Video on Your Smartphone Like a Professional

If one of the other Interactive Webinars in the series inspired you to look at becoming a better, more regular content creator, then video is likely to be one of the platforms you need to explore and master.

It may be that you just know that the pathway to some future success comes in video format. Either way, fear not, at IMPACTUS Group, we have this covered.

One of our talented Videographer Associates has created a practical 90 minute webinar to break down any barriers and get you practicing and creating video like a Pro – all on a Smartphone.

- If You Lack the Experience or Confidence to Know Exactly “Where to Start”?
- If You Want to Get Ahead of the Competition by Building Your Market Expertise
- If You Want to Learn a Few Tips to Create Video Content Like a Pro on a Simple Smartphone....

....this is the webinar for you!

Packed with tips, hints and “cheats” to turn anyone from a total novice to a confident video maker – whatever the subject matter. This is a great, easy-accessible session, whatever the starting level of the participant and it shows how to use an everyday tool to its best advantage, time and again.

A confidence and skills game-changer hosted by a really engaging professional. Numbers limited to 12 (max) per webinar to ensure plenty of practical input and activity.



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Other Headline Titles

The following are more detailed sessions or programmes that IMPACTUS Group offers to clients. They have been predominantly created for classroom, face-to-face delivery, but all can be adapted to webinar delivery during lockdowns, tier structures or just to maintain safe social distancing.

If any of the following sessions or programmes are in your plans, please contact Nick Bramley – details overleaf, to discuss.

Presenter & Presentation Skills

- Presenter and Presentation Skills Training & Coaching – 1 Day
- Keynote Speaker Training & Coaching – 1 Day
- New Business Pitching, Work Winning Skills Training & Coaching - 1 Day
- Media Skills Training, Coaching & Mentoring - (Coming Soon)

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 Sales Team
- Managing A High Performing Team
- Prioritising & Planning for Success
- Train the Trainer – 2 Days

Marketing

- Creating an Effective Marketing Strategy
- Marketing Effectively Internationally
- Connecting Marketing to the Sales Cycle
- Practical Marketing for Non-Marketeers
- Maximising Your Customer Journey & Touchpoints
- Generating a Return on Your Marketing Investment
- Creating a Genuine Expo Return on Investment





Contact Us

**NICK
BRAMLEY**

Director of Impact (CEO)
IMPACTUS Group

"Inspiring Performance Excellence – Individual / Team / Business"

- Sales ■ Business Development ■ Leadership & Management ■ Customer Experience
- Training ■ Consultancy ■ Coaching ■ Keynote & Event Speaking ■ Facilitation

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