



## Denny Training Open Courses 2017/2018 Led by Graham Fisher / Mandy Meadway / Phil Ingle



Denny Training offer one and two-day workshops, focusing on improving the abilities of our clients' and prospective clients' key people.

Our offer is this. If you lend us your people for just one or two days, using practical, established, proven and tested Denny Training techniques, we **GUARANTEE** to improve/develop their skills and give you an immediate payback.

**Negotiate to Win** 19<sup>th</sup> October 2017 / 26<sup>th</sup> April & 18<sup>th</sup> October 2018 – London area (Mandy Meadway)  
01 February & 14<sup>th</sup> June 2018 Warwick (Graham Fisher)

This negotiation skills course is primarily for sales people and can easily add 10% to sales revenue which in turn can go straight to the bottom line. These essential skills must be embraced by all business people but particularly sales and business growth executives. The fees on this course will be repaid countless times over in the results that follow.

Delegates will learn how to:

- Understand the negotiation process
- Perfect the art of asking for the business
- Appreciate the commercial aspect of negotiation
- Retain company profitability
- Be proud of price and negotiate price increases
- Close the sale effectively

**Presenting to Win** 28<sup>th</sup> September 2017 / 11<sup>th</sup> January, 7<sup>th</sup> June & 4<sup>th</sup> October 2018 - London Area (Mandy Meadway)  
8<sup>th</sup> March, 12<sup>th</sup> July & 15<sup>th</sup> November - Warwick (Graham Fisher)

A dynamic and captivating course packed with simple techniques to improve communication, and keep the audience listening and ready to accept the products or services presented to them.

Delegates will learn how to:

- Understand and utilise nervous tension
- Preparation - those vital six stages
- Attract and hold the audience's attention
- Construct and deliver memorable presentations
- Give and receive constructive feedback
- Sell on their feet
- Close for action



**Motivate to Win 7<sup>th</sup> September 2017 / 18<sup>th</sup> January, 10<sup>th</sup> May & 13<sup>th</sup> September - Warwick (Graham Fisher)  
2<sup>nd</sup> November 2017 / 1<sup>st</sup> March, 5<sup>th</sup> July & 8<sup>th</sup> November – London area (Mandy Meadway)**

This course will develop motivational and leadership skills. Managers, supervisors and team leaders will be more effective in their day-to-day communication, management style and productivity. Using the '*laws of motivation*' they will learn how to **increase employee engagement** and truly achieve '*success through people*'.

Delegates learn how to:

- Increase performance and productivity
- Be the boss they would like to work for
- Motivate others and themselves
- Improve their communication skills
- Handle tough situations
- Reduce stress and absenteeism
- Delegate effectively
- Help others to develop and become more independent
- Learn basic coaching skills

**Selling to Win 14<sup>th</sup> September 2017 / 26<sup>th</sup> April, 21 June & 1<sup>st</sup> November 2018 -Warwick (Graham Fisher)  
9<sup>th</sup> November 2017 / 8<sup>th</sup> February, 3<sup>rd</sup> May & 13<sup>th</sup> September – London area (Mandy Meadway)**

Guaranteed to put £££'s in the pockets of all who attend, this course teaches robust and proven skills to those new to sales. It also refreshes, recharges and provides benchmarks for the seasoned sales person.

Delegates will learn how to:

- Win more business from the competition
- Achieve sales when not the cheapest
- Communicate effectively on the telephone
- Sell the benefits of the solution
- Handle objections
- Increase confidence and improve performance
- Close the sale

**Sales Relationship Management (2 days) 10<sup>th</sup> / 11<sup>th</sup> October 2017 / 18<sup>th</sup>/19<sup>th</sup> April & 10<sup>th</sup>/11<sup>th</sup> October 2018 -  
Warwick (Graham Fisher) 20<sup>th</sup>/21<sup>st</sup> June & 5<sup>th</sup>/6<sup>th</sup> December 2018 – London area (Mandy Meadway)**

An intensive two-day course where salespeople will develop their relationship management skills leading to improved customer loyalty, higher customer spend and increased profitability.

Delegates will learn how to:

- Explain who and what drives their business
- Analyse the traits of the Relationship Manager and link those traits into practical activities
- Examine the relationship from the client's perspective
- Formulate plans to maximise the opportunities from their portfolio of clients
- Understand the principles of business development
- Demonstrate advanced interpersonal/business development skills
- Follow a structured business development process, including objection handling and closing



**Winning with Finance 21<sup>st</sup> September & 23<sup>rd</sup> November 2017 / 7<sup>th</sup> February, 2<sup>nd</sup> May, 11<sup>th</sup> July, 26<sup>th</sup> September & 28<sup>th</sup> November 2018 - Warwick (Phil Ingle)**

This engaging and proactive course enables delegates to understand the essential finance concepts leading to greater business profitability.

Delegates will learn how to:

- Describe the key financial terminology relevant for them
- Define the nature of the costs for their team, and for their business overall
- Select and apply appropriate Key Performance Indicators to assess financial viability
- Define and demonstrate methods of budgetary management and their contribution to long term financial stability

**Personal Effectiveness 25<sup>th</sup> January, 17<sup>th</sup> May & 20<sup>th</sup> September 2018 – London area (Mandy Meadway)  
22<sup>nd</sup> March, 19<sup>th</sup> July & 29<sup>th</sup> November 2018 – Warwick (Graham Fisher)**

Designed as a foundation for a range of roles, this course is ideal for line-managers, supervisors and team leaders who want to explore how to improve their own effectiveness in the workplace. Richard Denny's best selling book '*Succeed for Yourself*' has been used in much of the content of this course.

Delegates will learn how to:

- Recognise and employ the key elements for success
- Identify and use the core elements of a positive attitude
- Understand the difference between urgency and importance, and deliver improved planning
- Develop efficient working habits
- Recognise assertiveness and how and when to use it
- Identify a classic 'difficult' style and apply the techniques to create a satisfactory resolution

**Customer Service Excellence 22<sup>nd</sup> February, 28<sup>th</sup> June and 6<sup>th</sup> December 2018 – Warwick (Graham Fisher)  
19<sup>th</sup> April & 27<sup>th</sup> September 2018 – London area (Mandy Meadway)**

A workshop designed to deliver strong foundations in the principles and purpose of customer service.

Delegates will learn how to:

- Recognise the importance of customer service, linked to marketing and growth plans
- Define the qualities of the customer service professional
- Analyse customer service from the customer viewpoint
- Design plans for delivering customer service excellence
- Develop their communication skills
- Identify and improve key areas of their own time management



- Venues:** Courses will be held at Warwick University Conference Centre, Coventry, CV4 7AL and at venues in and around the London area (specifics to be confirmed).
- Cost:** Each one-day course is £597 + VAT per delegate, with 5% discount if two or more delegates come from the same business. The two-day course is £987 + VAT per delegate with 5% discount for 2+ delegates.  
Courses are restricted to no more than 12 delegates to ensure maximum individual participation and each will receive a course manual, a Richard Denny best-selling book, a 25% discount voucher on product, a £50 voucher for use on a further training course and all refreshments and lunch are included. Payment is due in advance and all courses are covered by the full Denny Training money back guarantee.
- CPD:** Selling to Win, Motivate to Win, Presenting to Win and Winning with Finance are all CPD accredited and equal to eight hours of Continuing Professional Development.

The CPD Standards Office  
CPD PROVIDER: 60038  
2016- 2018  
[www.cpdstandards.com](http://www.cpdstandards.com)

