



- MANAGEMENT ▶
- SALES & MARKETING ▶
- BUSINESS SKILLS ▶
- SECRETARIAL AND SUPPORT ▶
- FMCG ▶

2010 Course Calendar



SPEARHEAD training

Improving Business Performance

“Excellent course – very helpful. I will use a lot of the information given”

M.M Time Management April 2009

“All areas were dealt with exceptionally well and clearly explained in a manner which was relevant to my role”

C.T. Advanced Sales Skills April 2009

“Enjoyed the exercises”

J.C Introduction to Management May 2009



The Venues

We have hand picked our venues. They provide first class facilities and an effective training environment.

Loyalty Discount Scheme

Make Spearhead your training partner and benefit from the best loyalty scheme available. It's based on the cumulative number of days booked with no restrictions on who from your organisation makes the booking. This really is the fairest scheme to be had for maximum reward. We will even track all bookings from your organisation and inform you what level of discount applies to the bookings you make – so it's easy for you to get the training you need, when you need it and at the best possible price.

Training days booked in any twelve month period:

1-3	Full Fee
4-6	10% Discount
7-9	15% Discount
10-12	17.5% Discount

More than 12, call us for details: 01608 644144

In Company Training

All courses in this brochure can be presented exclusively for your organisation. We also have many standard in-company courses, details of which can be found on our website www.spearhead-training.co.uk. If you do not see what you want why not use our bespoke training service, we will create a tailored course to meet your specific needs – just give us a call.

Open Courses

We have honed and perfected all our courses ready for your booking. But be quick – they are run with small groups to guarantee maximum individual benefit. If you want more details of content visit us online or call and we will be pleased to send you a CD or printed listing.

- **MANAGEMENT**
- **BUSINESS SKILLS**
- **SALES & MARKETING**
- **SECRETARIAL AND SUPPORT**
- **FMCG**

Spearhead Training: 2010 Course Calendar

	Duration	Venue(s) / Cost	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
➤ Management														
Introduction to management A flying start to a career in management	3 day Res	WH £1625		15-17		14-16		30 to	2	24-26		27-29		15-17
Management Skills Management beyond the basics	2 day NonRes	ST/T42 £995	18-19 ST		8-9 T42	22-23 ST		7-8 T42	19-20 ST		16-17 T42	25-26 ST		2-3 T42
Management Development Programme Stimulating performance orientated management	3 day Res	WH £1625	20-22		29-31			14-16		24-26				3-5
Executive Leadership Programme Achieve more – through building winners	3 day Res	WH £1625		1-3		14-16		23-25			15-17		10-12	
Managing the Sales Force How to get the best from the sales team	3 day Res	WH £1625		3-5		26-28		30 to	2	18-20		6-8		1-3
Supervisory and Team Leader Skills First steps in organising and directing work effort	2 day NonRes	ST/T42 £995	28-29 ST		15-16 T42		13-14 ST	22-23 T42		5-6 ST	9-10 T42	18-19 ST		6-7 T42
Managing Change Implementing & managing change successfully	1 day NonRes	ST £535		16			10			10			15	
➤ Business Skills														
Presentation Skills Workshop NEW Overcome nerves & present with confidence	1 day NonRes	ST/T42 £535	29 T42		10 ST	21 T42		9 ST	26 T42		15 ST	27 T42		13 ST
Project Management Workshop NEW Understand project management techniques	1 day NonRes	ST/T42 £535	18 T42		26 ST		20 T42		23 ST		24 T42		25 ST	
Time Management Regain control – techniques of top performers	1 day NonRes	ST/T42 £535		5 ST		12 T42		18 ST		4 T42		4 ST		8 T42
Assertiveness Techniques to Build Self-Confidence The art of confident communication	1 day NonRes	ST/T42 £535		22 ST	29 T42		4 ST	14 T42	26 ST		3 T42	11 ST	23 T42	
Persuading and Influencing Skills How to reach positive outcomes	1 day NonRes	ST/T42 £535	20 T42		5 ST	19 T42		11 ST	21 T42		7 ST	28 T42		6 ST
Business Writing Skills Principles & practice of effective business writing	1 day NonRes	ST/T42 £535	11 ST		5 T42	12 ST		15 T42	30 ST		20 T42		4 ST	13 T42
Telephone Skills and Customer Service Turning good morning into good business	1 day NonRes	ST/T42 £535	22 ST		11 T42	20 ST		3 T42	13 ST		1 T42	14 ST	26 T42	
Financial Awareness Everything you need to know for the non-specialist	2 day NonRes	ST £995	7-8		22-23		17-18			16-17		25-26		
Planning Skills Workshop NEW Techniques and methods for effective planning	1 day NonRes	ST/T42 £535	14 T42	24 ST		6 T42	20 ST		6 T42		1 ST	14 T42	26 ST	
The Basics of Finance NEW Introduction for the non-specialist	1 day NonRes	ST/T42 £535	11 T42	23 ST		13 T42	27 ST		5 T42	23 ST		5 T42	16 ST	

FULL COURSE DETAILS AVAILABLE AT www.spearhead-training.co.uk OR CALL 01608 644144

Key: NonRes = Non Residential Res = Residential

ST = Spearhead Training Centre, Chipping Norton T42 = Tower 42, London WH = Walton Hall, Wellesbourne

Spearhead Training: 2010 Course Calendar

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➤ Sales & Marketing														
Introduction to Selling A fast track introduction to selling	2 day NonRes	ST/T42 £995	25-26 ST		1-2 T42	13-14 ST	17-18 T42	21-22 ST		12-13 T42	13-14 ST	18-19 T42	23-24 ST	
Essential Selling Skills Improve your skills and close more orders	3 day NonRes	ST £1625	20-22		29-31		24-26		27-29		27-29		29 to	1
Advanced Sales Skills Master the challenge of high level selling	2 day NonRes	ST/T42 £995		8-9 ST		8-9 T42		7-8 ST		5-6 T42		4-5 ST		9-10 T42
Sales Negotiation Skills Minimise concessions and conclude good deals	3 day NonRes	ST £1625		10-12		26-28		28-30		23-25		6-8		8-10
Account Management Building business partnerships	3 day Res	WH £1625	25-27		22-24		17-19		21-23		22-24		22-24	
Telephone Sales The right way to build business on the telephone	1 day NonRes	ST/T42 £535	6 ST		10 T42		5 ST		7 T42		8 ST		10 T42	
Introduction to Marketing How marketing works to build business	3 day NonRes	ST £1625		1-3		7-9		14-16		18-20		20-22		15-17
➤ Secretarial and Support														
Perfect PA Enhancing executive performance	1 day NonRes	ST/T42 £535	12 ST	19 T42	24 ST		6 T42	10 ST	16 T42	18 ST	21 T42	15 ST	5 T42	10 ST
Personal Effectiveness Programme Time management techniques for support staff	1 day NonRes	ST/T42 £535	22 T42		4 ST	7 T42	19 ST	28 T42	29 ST		2 T42	12 ST	19 T42	
Minute Taking How to record information from meetings	1 day NonRes	ST/T42 £535	27 T42		18 ST		5 T42	25 ST		9 T42	22 ST		2 T42	14 ST
Sales Support Pre- and post-sales customer contact skills	1 day NonRes	ST/T42 £535	15 T42	19 ST	25 T42		7 ST	10 T42	14 ST		6 T42	13 ST	18 T42	
➤ Fast Moving Consumer Goods														
National Account Management The definitive course for NAMs	2 day NonRes	ST £995	13-14			15-16			15-16			14-15		
Category Management Making category management work for you	2 day NonRes	ST £995		17-18			11-12			11-12			17-18	

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Booking Form And Information Fax Back Today: 01608 449680

To book course places, or for information, please complete the appropriate sections on the form and fax to 01608 649680 or post to the address below. Please include your remittance for all course bookings.

Spearhead Training Group Ltd

18/19B Cheriton House, Cromwell Park
Chipping Norton, Oxon, OX7 5SR
Tel: 01608 644144 Fax: 01608 649680
e-mail: courses@spearhead-training.co.uk
www.spearhead-training.co.uk

Course Timings

All courses start at 09:45 on the first day and finish at either 16:30 (residential) or 17:00 (non residential) on the last day.

Open Courses

Our published fee includes course materials, use of video and other training equipment as required. Prepared key topic notes for delegates' future reference are provided. The number of delegates attending each course is limited to ensure individual participation.

Residential Courses

Delegates participate in evening syndicate exercises and are therefore advised to stay in the hotel during the course. Residential fees **do not include** the delegate's overnight accommodation costs.

Non Residential Courses

Non Residential programme fees include lunch and light refreshments. If overnight accommodation is required we can provide information on local hotels.

Reservations

Bookings can be made using the booking form, or by telephone, letter, email, fax or on-line. A receipted tax invoice will be sent to cover VAT. Full instructions are sent to each delegate via the company making the booking.

VAT

VAT is charged at the current rate on all accounts.
Reg. No. 335 3725 60

Payment of Invoices & Discount Policy

To qualify for an Earlybird discount bookings must be paid two months in advance of the course start date. Otherwise payments are all due 14 days before the start of the course.

Venues, Dates and Content

All the information in this brochure is correct at time of print. We reserve the right to make changes should it be necessary.

Cancellations & Transfers

Cancellations/transfers after places have been confirmed will incur an administrative charge of 15% of the course fee. Cancellations and transfers within 14 days of the course start cannot be accepted. Substitutes can be made at any time before the course start date without cost penalty.

1. Delegate's Name _____
Job Title _____
Course Title _____
Course Dates _____
Accommodation required for the nights of: _____

2. Delegate's Name _____
Job Title _____
Course Title _____
Course Dates _____
Accommodation required for the nights of: _____

3. Delegate's Name _____
Job Title _____
Course Title _____
Course Dates _____
Accommodation required for the nights of: _____

(continue on photocopied form if necessary)

Earlybird? Tick here to claim 10% discount (see left)

I would like to pay by:

Please invoice my company

Cheque

(course fee + VAT payable to Spearhead Training Group Ltd)

Credit/Charge Card: Mastercard Visa

Card number

□□□□□□□□□□□□□□□□

Expiry date □□□□□□

Signature _____

Name _____

Job Title _____

Company _____

Address _____

Post Code _____

Telephone No _____

Fax No _____

E-mail _____

Please contact me regarding the following:

In-Company training Consultancy

Joint venture projects