

Course	Description
Business Simulation	Experience making business decisions, and their consequences, through running your very own retail operation in a safe environment. Your team's challenge is to make a profit through making decisions about : investment, marketing, employing staff, stock purchase, how much to charge your customers, managing loan repayments and customer service.
Self Confidence & Assertiveness	<i>"No-one can make you feel inferior without your consent"</i> This course will give you the opportunity to take a stock-take of your current levels of self confidence and assertiveness. It will help you identify the things that you already do well as well as helping you identify things that you would like to do differently in the future. Self confidence is a state of mind and the tools and techniques you experience during the workshop will help you approach and think about situations in a more confident way. We are all assertive in some situations – this course will help you become more assertive in the situations that will be most beneficial to your business.
Communication Skills	Research has consistently ranked Communication Skills as crucial for small business owners and managers – it occupies more time than any other you choose to deliver a message can have a strong influence on its effectiveness. To communicate effectively, you must choose the right method and do so in a manner which builds positive relationships. This practical one day course keeps theory to a minimum and allows for maximum discovery and practice. Good communication is an essential life and business skill. Book yourself onto this course and sharpen your own communication skills.
Customer Service	To explore and experience the dilemma of keeping customers happy while, at the same time, not letting costs run out of control and to acquire some tools and techniques to help you achieve this balance in your business. This is a really interactive course that will give you plenty of opportunity to discuss and learn from your own experiences of customer service and relate it to your own business. It will also give you the chance to apply some of the customer service principles as part of an interactive scenario to explore the implications of the decisions you make on both customer morale and profit.

<p>Dealing With Difficult Situations</p>	<p>Your opportunity to explore how to handle especially difficult people and situations more effectively. This course will introduce you to some of the key causes of difficult situations and some useful tools and techniques to help you deal with them more effectively. More importantly, you will get the opportunity to practice them in a safe environment, recognize what works well for you and identify where you may need to do things differently.</p>
<p>Marketing</p>	<p>By learning about and taking control of your own marketing, you can gain competitive advantage by choosing a marketing strategy that will provide the edge that sets your business apart from everyone else. This course will help you to explore what Marketing is, why it is important, what a marketing strategy is, how to develop one and how to implement it properly to maximise the success of your business.</p>
<p>Motivation & Leadership</p>	<p>The course considers the importance of the people in your business. Business performance can be significantly increased if we can understand what drives ourselves and what motivates those around us. This knowledge, coupled with the application of appropriate leadership styles, can take you and your team to levels you didn't think possible.</p>
<p>Networking</p>	<p>Networking is a KEY skill for small businesses – it can provide a lot of the benefits of advertising at a fraction of (or no) cost. Networking is an exchange of information or experience, making connections in a personal way and building relationships of support and respect to discover and create <i>mutual</i> benefit. Come along to find out more about the benefits of networking to your business, and learn about and practice the key skills involved.</p>
<p>Public Relations</p>	<p>The course will open your mind to how you can successfully promote your business beyond that of traditional advertising and it will inspire you as to how you can take advantage of this medium without involving costly PR consultants. You will also have the opportunity to produce your own news story in respect of your business. The constructive feedback that you will receive may enable you to take your item straight to the news desk of your local paper..... So there's no time to lose..... Book on the course and learn how to tell the world about your business !!</p>
<p>Presentation Skills</p>	<p>Public speaking ranks second only to death on some lists of the things that people fear the most. This one day course helps you to handle that fear and build your confidence. Believe it or not, you <i>can</i> give a presentation without having a heart attack! Presentation Skills gives you the opportunity to explore why you might want to make a presentation, from simply introducing yourself and your business idea to making a presentation to potential investors. This course is very practical as theory is kept to a minimum so that you can experiment and gain skills and experience in a safe and supportive environment.</p>

<p>Selling Skills</p>	<p><i>“You can have the best product or service in the market, but without selling skills it is unlikely to be sold”</i></p> <p>The one day course gives you the opportunity to absorb information given to you about how to best approach your customers and ultimately achieve a sale. You will be able to develop a strategy best suited to your client group, set a plan and then put it into practice. Find out how to communicate your product or service to the right person, at the right time with the appropriate features and benefits. Customers buy the person before they buy the product or service.</p>
<p>Time Management</p>	<p>Learn how to use your time wisely to achieve your business goals and have time for yourself. This is a very practical one day course where you will have the opportunity to work on your time and personal management skills. You will be able to tap into what motivates you and leave at the end of the day with some actions that will take you a step closer to achieving your goals. You will know how to order your time, be more effective and free up some time for yourself.</p>
<p>Welcome Host</p>	<p>Combining an expert overview with specific actions to improve customer service in your business, no wonder this is the UK’s No 1 training course in customer service.</p> <p>This definitive one-day training course includes a mix of inspirational presentation, stimulating group activity, essential tips and individual action planning.</p> <ol style="list-style-type: none"> 1. Introduction 2. The Tourism, Leisure and Hospitality industry 3. Understanding your customers 4. Delivering excellent customer service 5. Successful communication 6. Providing information and advice 7. Dealing with difficult situations 8. Successful communication 9. Boosting Business 10. Assessment activity
<p>Welcome Host Plus</p>	<p>This one-day training course is designed to build on the knowledge and skills you gained through Welcome Host and take you to the next stage.</p> <ol style="list-style-type: none"> 1. Welcome back. Introduction to this next stage 2. The service challenge 3. Customers and competitors 4. Service encounters 5. Service recovery 6. Building a winning team 7. Converting enquiries into sales 8. Quality counts