



key account management  
selling skills coaching for performance  
management skills  
consultancy skills  
representation for ultimate profit, principal  
inspiring superior performance

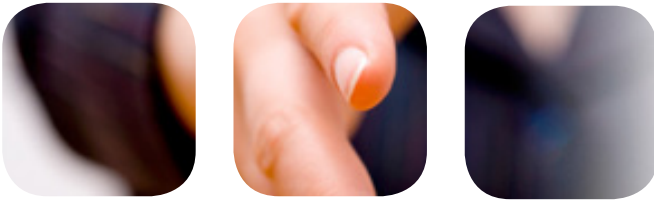
## INSPIRING SUPERIOR PERFORMANCE

“Helping you to outperform the market”



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## Introduction: ISP (Training) Ltd

### “Helping you to out perform the market”

Andy Cain has over 20 years of successful sales and sales management experience which he is using to help develop other people and equip them with the skills they need to improve their chances of success in today’s very competitive marketplace.

The development of people is very important to Andy, as a trainer, coach and mentor to many people he recognises quickly what is required to help people achieve their goals and personal objectives. He gets a great sense of achievement out of seeing people he has supported achieve success.

Andy is an accomplished trainer who inspires superior performance from those who attend his courses and workshops. His techniques give people the focus and confidence to work within a competitive market and produce improved results which puts them ahead of their competitors.

Before I look at taking on any training work it is important that we evaluate all the options available you to.

- I listen to what you want to achieve for your business;
- We look at where you are now and complete a training needs analysis with your team;
- We discuss a number of options to help you achieve your goals;
- We deliver and engage with your team;
- I follow up regularly to ensure the ongoing development of your team;

If you would like to understand how Andy could support your business, equip you and your teams to stay ahead of your competitors and provide you with the tools required to grow your business during the current economic climate, then please make contact.

**For further information or to book contact Andy Cain -**

**Telephone:** 07814 861783

**Email:** andy@andycain.com

**Web:** www.andycain.com

**Address:** ISP (Training) Ltd, 8 The Poplars, Pennington, Leigh, Lancashire. WN7 3QH.

## 25 TRIED & TESTED WAYS TO GROW YOUR BUSINESS

### “You can’t adjust the wind but you can adjust the sails”

We can’t change the current business climate, however, we can remain positive and recognise that there is always someone out there who wants to buy your product or service.

This workshop is designed to give you 25 tried and tested techniques which can be applied to your own business immediately and help you to “sell your way out of the recession”. These are simple yet powerful techniques which will help your business to grow. Each of these techniques are simple to implement and can be used over and over again.

This workshop is offered at an unbelievable price, in fact the worst thing that you could do would be to think that this course is going to cost you money... think of it as an investment. By comparison it is a relatively small investment but will yield you some significant results.

If I said that I could show you a way of increasing your customer base three fold would you believe me? Why not come along and find out how. All that I ask is that after the course you tell me what you have done and the results that you have achieved.

During the workshop we will also have a 30 minute networking break giving you the opportunity to find some new clients and suppliers.

#### **Course Details:**

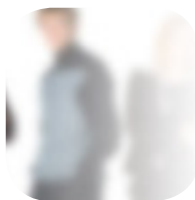
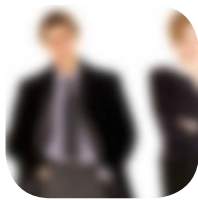
**Duration:** Half day - 9.30am until 12.30pm.

**Investment:** £97.50 per delegate (plus VAT).

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

#### **All participants will take away from the workshop:**

- A bespoke participant workbook;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.



Key account management skills coaching for performance  
management skills  
consultancy skills  
presentation skills  
selling yourself for ultimate profit  
selling skills coaching for performance

## SUCCESSFUL TELEPHONE APPOINTMENT MAKING SKILLS

**“Never accept a NO from someone who hasn’t got the authority to say YES”**

The business world today is tougher and more competitive than ever and it is unlikely to get much easier.

The business world today is tougher and more competitive than ever and it is unlikely to get much easier. Clients are more demanding of you because their clients are more demanding of them, your competitors are more aggressive because just like you they are also trying to survive. So how can we build more sales, develop more business, see more people, retain more clients and make more money.

Ironically, the instrument that can significantly increase your chances of achieving all of the above is sitting on your desk. The telephone can enhance how you build your relationships with your clients and prospects. The whole sales process often has a phone call near the start, just like you, your clients will also be calling their prospective clients and prospects to try and do business.

The problem is that many businesspeople don’t know how to use the telephone effectively or integrate the telephone into the whole sales process to effectively gain new prospects, sell, gain appointments and close for business opportunities.

This course is designed to support the whole sales process and offer hints and tips which will give the participants the guidelines to confidently plan, prepare and control telephone conversations.

### Course Overview:

- How to prepare yourself before picking up the telephone;
- How to increase the chances of the client wanting to see you;
- How to get through to the right person;
- How to plan your calls, what to say and how to say it;
- How to overcome client objections with intelligent, non-aggressive reasoned discussions;
- How to effectively combat voicemails;
- How to use a variety of closes to get new business appointments;
- How to overcome telephone call reluctance;
- How to deliver a call so the client understands your unique value proposition.

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.

## CONSULTATIVE SELLING SKILLS

### “Activity always precedes results”

Within most of our working environments there is an element of selling, whether that is selling products and services to clients to selling ideas internally to your colleagues. Whatever the situation you must be able to present a compelling and engaging proposition.

This course provides a framework to create opportunities for the development of business. By looking at the process behind buying and selling and looking at the importance relationships play in the overall process participants will go away feeling far more confident of their ability to win and develop business. This is a course for the low profile sellers, the sellers who can win business by not using aggressive tactics which only sets off a chain reaction of mistrust.

Participants will learn an approach which will enhance their confidence, ability and ultimately results. They will be able to deal positively with clients at all levels and will be able to skilfully gather information from the client to formulate and engaging solution to their clients' needs.

This course is designed to provide the participants with the confidence and positive mindset that they require, and demonstrate that there are fewer better feelings in business than knowing that you have helped your clients to become more successful.

#### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

#### All participants will take away from the workshop:

- A bespoke participant workbook;
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- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.

#### Course Overview:

- How to control a client visit to fully understand a clients requirements;
- How to create a difference by following tried and tested techniques;
- Understand the techniques required to get the right information through effective questioning skills;
- How to develop rapport through understanding and using body language on non-verbal communication skills;
- How to overcome client objections with intelligent, non-aggressive reasoned discussions;
- How to use various questioning techniques to identify client buying motives;
- Understand the principles of negotiation and how to minimize the pricing objection;
- Identify key differentiators in your service compared to your competitors;
- Recognize the importance of closing the sale and when to initiate it.



## ADVANCED BUSINESS DEVELOPMENT SKILLS

“In order for you to succeed, your desire for success must be stronger than your desire for failure”

The business world is changing at a pace rarely seen before, for some the times ahead will represent some significant challenges.

The issue is that if you continue to perform at a level you have in the past then it may not be good enough to engage with success in the future.

To get different results you have to do something differently, you don't necessarily need to work a lot harder you just need to do a few things better than your competitors.... and if you do this then chances are you will win more business than they will.

In today's business world the role of the seller has changed, now the roll of the seller must be to help improve and develop their clients business. The seller today must add significant value to their clients; they must be a specialist, a problem solver, a relationship manager and partner to their clients business.

### Course Overview:

- How to differentiate yourself from their competitors;
- How to prepare yourself before attending a client meeting;
- How to take a consultative approach to working with your clients;
- How to build relationships with the buyer;
- To understand the difference between client wants and client needs;
- How to provide a framework to ask the right kind of questions;
- How to position features and benefits;
- How to deal positively with clients objections;
- How to hold your price and save your margin;
- How to gain commitment from a client.

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.

## HIGH PERFORMING TEAMS - EFFECTIVE COACHING SKILLS

“The test of a good coach is that when they leave others will carry on successfully.”

Coaching is one of the most effective methods of enhancing performance. It involves deliberate and specific activities that are designed to help people develop their skills by learning on the job.

A good coach leads highly productive teams who are keen to learn new skills and as a result significantly increase the cost effectiveness and efficiency of their department/ organisation.

Being able to recognize and implement the characteristics of a good coach will help you to accelerate the individual's progress by providing greater focus and create an awareness of possibilities. Coaches concentrate on where individuals are now and where they want to get to in the future. The coaching process depends on the person being coached taking responsibility for their actions and making their own decisions, not the coach providing the solution.

### Course Overview:

- To identify the key qualities needed as a coach and focus on developing your skills in the following areas
  - Listening skills;
  - Communication skills;
  - Rapport building;
  - Motivating and inspiring;
  - Curiosity, flexibility and courage;
- Understand how to give objective feedback correctly;
- How to use the G.R.O.W. model to support their teams in the achievement of their individual goals;
- How to identify the stages of learning and individual learning styles;
- How to motivate change and deal with resistance.
- How to plan, prepare, carryout and give objective feedback.

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.



## SITUATIONAL LEADERSHIP

### “Different strokes for different folks”

Situational leadership is a type of leadership theory, leadership style and leadership model that presumes that different leadership styles are better in different situations. Leaders must be flexible enough to adapt their style to the situation they are in.

A good situational leader is one who can quickly change leadership styles as the situation changes. Most of us attempt to do this in our dealings with people however, we often end up applying the same style to all individuals and all tasks. This often ends up in people becoming de-motivated and not performing to their best. The model doesn't apply only to people in leadership or management positions; all people lead others at work, at play, and at home.

The problem for most of today's managers is whether to lead or manage, by reviewing the situational leadership model and applying it to your organisation you can have a dramatic effect of the performance and retention of your team.

#### Course Overview:

- To understand would I want to work for me
- The stages of the situational leadership model
  - Directing;
  - Coaching/guiding
  - Motivating/enabling;
  - Delegating;
- How to take each of the four stages of the model and apply techniques to support your team in the achievement of their objectives;
- How to identify the stages of learning and individual learning styles
- How to identify how people are motivated
- How to motivate change and deal with resistance
- How to plan, prepare, carryout and give objective feedback.

#### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

#### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.

## INSPIRING SALES MANAGEMENT SKILLS

**“Management is the efficiency in climbing the ladder of success, leadership is ensuring the ladder is leaning against the right wall”**

Sales management is a particularly difficult job as it is one of the few relationships in business where the manager often has to manage from a distance and only see their team once in a while.

This in itself can cause motivation and morale issues within a sales team. At best when a sales manager is with their team the same problems often occur because the majority of managers are not practicing the same methods used by highly experienced managers.

The purpose of this course is to outline some best practice management techniques which will allow the sales manager to adopt a winning formula with their team. Whether managing at a distance or managing an internal team this course will demonstrate and allow the participant to practice techniques which will support them in developing the true worth of their teams.

### Course Overview:

- Understand current sales management techniques;
- Identify the difference between the behaviours of a manager and a leader;
- The role of objectives and how to agree them;
- The key skills required in being able to effectively coach a team;
- How to use the G.R.O.W. model to support their teams in the achievement of their individual goals;
- How to identify the different learning styles with their team;
- The effects of knowing what motivates their team and how to achieve this;
- How to deal with challenging situations;
- The benefits of working with your team out in the field.

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
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presentation skills coaching for ultimate profit  
sales coaching for ultimate profit

## EFFECTIVE & CONFIDENT PRESENTATION SKILLS

“You can drift into presentation mode without realising the cost to the content or the audience in the process.”

This is a two day course which is fully interactive and engaging and uses video recording to allow objective feedback to be given and develop individual presentation styles.

The course is designed to help you to formulate well structured presentations delivered to an audience in a positive way and to help with your own personal style when presenting in front of a group.

Participants on the course find at the end of the two days they feel more confident when in presenting in front of a group. We achieve this by making five varied presentations over the two days, at least three of the five presentations will be videoed and feedback will be given, the videos are yours to keep and are designed to be reviewed with line managers after the event for further support. The atmosphere over the two days is very supportive and participative.

### Course Overview:

- How to demonstrate a professional and confident approach when presenting;
- How to manage nerves and develop an individual style;
- Techniques to involve the audience for an interactive and memorable presentation;
- How to prepare for a presentation and get your key points across;
- How to formulate a structure for utilising within a presentation;
- How to design a the right presentation for the right occasion giving maximum impact;
- How the use of appropriate visual aids can make you and your presentation stand out from the crowd;
- How to inspire your audience.

### Course Details:

**Duration:** 2 Days - 9.30am until 4.30pm both days.

**Investment:** £495.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.

## BUSINESS NEGOTIATION SKILLS

**“In business you don’t get what you deserve you get what you negotiate”**

The purpose of this course is to provide delegates with the skills and confidence required to save their margin which otherwise may have to be given away. By applying some tried and tested techniques to the negotiation process you and your client can walk away with a satisfactory outcome.

This course has been structured to meet the needs of anyone within your business who needs to negotiate with clients or suppliers as part of their job. The techniques demonstrated and practiced on the course can create maximum competitive advantage, enhance your business relationships and drive profitable growth.

Throughout this course participants will learn and practice how to change the negotiating playing field and save any margin which could have been previously sacrificed, whilst still providing a win / win outcome

### Course Overview:

- What is negotiating;
- What are the characteristics of a good negotiator;
- The four phase model of negotiating;
- Preparation for negotiations;
- Verbal & Non-verbal communications in negotiations;
- Questioning and listening skills;
- Creating value in the mind of the client;
- Minimising any objection to price;
- The Closing Process.
- How to inspire your audience.

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.



## KEY CLIENT MANAGEMENT

“There is a positive relationship between client retention and profitability”

Key client management is the natural development of clients and relationships in today’s business markets. It offers both sellers and buyers key benefits and opportunities for profit enhancement through adopting strategic practices and focussed activities.

Pareto’s law talks about 80% of your business coming from 20% of your clients, if that is the case, and in lots of organisations it is not far from the truth, then we should protect and manage those relationships which we have. The danger is that if you don’t then your competitors might just steal them from you, creating a sense of vulnerability in your organisation.

Our key account management courses provide tried and tested methods and techniques which will allow you to protect your client relationships and create opportunities to develop more of your business with your key clients. We will show you how to create the “lock in” factor with your key clients and minimise the risk of your competitors being able to poach business from you.

### Course Overview:

- To understand the role and value of key account management;
- How to engage with the key people in the decision making unit;
- How to develop key account plans turning strategy into actions;
- How to plan your key account strategy by looking at internal and external market forces;
- How to create the “lock in” factor with a client relationship model;
- How to identify and target key accounts;
- To understand how a buyer buys;
- How to utilise the key account relational model;
- How to present business reasons rather than sales arguments to clients.

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

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## GET THAT JOB

**“Successful people are willing to do all the things that unsuccessful people are not prepared to do”**

Finding a job can be a complicated and tiring process. Sometimes you just don't know where to start looking, let alone how to persuade a company that you are the best person for the job!

This workshop is full of great ideas and practical advice to help you find the job you are looking for. We offer some excellent tips on things like how to put together a good CV and present yourself in an engaging, confident and professional way during an interview.

If you are an employer who has to go through a redundancy process this workshop would be an ideal way of supporting those who you may have to let go. It will ease the worry of the redundancy by knowing that you have given your employees the best chance possible of finding new employment.

Alternatively, if you have been made redundant this workshop is a great opportunity to inspire and support you in finding new employment.

### Course Overview:

- How to sell yourself in a CV.
- How to sell yourself at the interview
- What is an employer likely to be looking for;
- How to prepare yourself prior to any interview;
- How to answer tough interview questions;
- How to structure your questions during an interview;
- How to structure your follow up process;
- How to make yourself stand out from other candidates

### Course Details:

**Duration:** 1/2 Day - 9.30am until 12.30pm.

**Investment:** £75.00 plus VAT per delegate.

Available dates: Please call for up to date availability. Price includes hot and cold refreshments.

### All participants will take away from the workshop:

- A bespoke participant workbook;
- Exercises to support the learning back in the workplace;
- A personal action plan to show key actions and associated outcomes back in the workplace;
- Free telephone and email support.



## RECRUITMENT - INTERVIEWING & SELECTION

“Successful people ask better questions, therefore they get better answers”

Do you regularly find yourself panic recruiting? Is your staff-churn higher than your competitors? Are your operations at risk because you can't find the right staff or keep recruiting the wrong ones?

Failings in the recruitment and selection process can do more damage to your business than almost any other factor, not to mention the lost cost of making the wrong choice.

This course allows you to consider the preparation required prior to an interview, how you structure your questions to engage with the interviewee and get experience based responses. Delegates will learn what to listen out for during a telephone pre-screen and identify a process to understand non-verbal messages and control the interview. All these techniques will lead to fewer recruitment errors being made and a decrease in recruitment costs to your business.

### Course Overview:

- What to look for in a candidate's CV;
- How to structure your interview questions;
- How to use competency based interview techniques;
- How to complete a telephone pre-screen;
- How to plan for the interview;
- How to structure your follow up process;
- How to recognise non-verbal messages;
- How to control the interview process

### Course Details:

**Duration:** 1 Day - 9.30am until 4.30pm.

**Investment:** £275.00 plus VAT per delegate.

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ultimate profit  
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## WHAT WE DO / CONTACT INFORMATION

- I listen to what you want to achieve
- I ask “where are you now and where would you like to get to”
- We discuss a number of options to help get you there
- We deliver and engage with your team
- We follow up to support the development of your team
- I go home and spend time with my family happy that I’ve done a good job for you

Andy is a member of the  
Recruitment & Employment Confederation.



Andy is a Fellow of the  
Institute of Sales & Marketing Management.



Andy has gained a Diploma in Professional Sales with  
The Chartered Institute of Marketing.



For further information or to book contact Andy Cain -

**Telephone:** 07814 861 783

**Email:** [andy@andycain.com](mailto:andy@andycain.com)

**Web:** [www.andycain.com](http://www.andycain.com)

**Address:** ISP (Training) Ltd, 8 The Poplars, Pennington, Leigh, Lancashire. WN7 3QH.