



# **IN-HOUSE TRAINING COURSES**

## **BROCHURE**

**Sales Training International Ltd**  
**Financial Training International Ltd**  
**Management Training International Ltd**

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## Welcome to our In-House Courses Brochure

At Sales Training International group of companies we offer specialised, professional solutions for your company, incorporating all aspects of training and development tailored to your unique needs. We provide a wide range of training programs and consultancy methods aimed at training and developing your team to achieve their goals and potential, at the same time maximising your business profit and developing long-term client relationships.

You can choose from a list of over 500 subjects, we will tailor a course to meet your specific needs. Courses can be any duration and held either at your company premises or an alternative location of your choice. All in-house courses are company specific, incorporating your mission, vision, values, products and processes. They also include a free one-month email support package for participants to ask further questions and obtain further information post course.

***We can also deliver a variety of the courses in French, German, Spanish, Dutch, Italian and Portuguese.***

Our team of highly skilled and experienced training consultants work with many successful blue chip companies internationally. They have proven experience in a wide variety of sales, management, financial and HR roles.

We pride ourselves on being able to create a training solution in partnership with you, allowing us to choose the correct development program and methodology that is totally company focused to suit your specific needs. All our training is highly interactive and FUN, using brain friendly learning techniques.

### Our Vision

First choice training provider for our business partners and clients worldwide

To achieve this we will:

- Provide world class consultants who are committed to making a difference in the development of both the individuals and organisations we touch
- Be market leaders in the design and delivery of bespoke HR and training solutions
- Ensure our people and products deliver visible results and return on investment

Please call us at + 44 (0)845 8901701 or visit us online at:  
[www.salestrainingintl.com](http://www.salestrainingintl.com) / [www.financialtrainingintl.com](http://www.financialtrainingintl.com)  
[www.salestrainingmanuals.com](http://www.salestrainingmanuals.com) for further information

## In-House Courses

At Sales Training International group of companies we offer unique training solutions for your business needs. Therefore, we have listed the subjects we can cover, to help you put together a training course that will meet your specific requirements. For your convenience, we have categorised each subject under the following headings:

- **Leadership and Management**
- **Sales**
- **Customer Service**
- **Marketing**
- **Human Resources**
- **Training & Presentations Skills**
- **Business Skills**
- **Secretarial and Administration**
- **Telephone Skills/Call Centre**
- **Cross-Cultural Skills**
- **Teamwork**
- **Performance Management**
- **Finance**
- **Energy, Oil & Gas**

Over the next pages you will find training subjects that can be grouped together or chosen individually to form a complete course. You can select subjects from any section, to build your ideal training course. The subjects vary in length from 3 hours to 5 days.

### **Example: 2 DAY COURSE**

**1/2 Day Time Management, 1/2 Day NLP, 1/2 Day Delegation and 1/2 Day Negotiation,**

**Or**

**2 Day Course - All Negotiation Skills**

**Once you have decided upon your areas of need and selected the appropriate subjects, we will construct a company specific course that will satisfy your needs. We will provide you with a detailed Course Outline, which will contain the Course Aims and Objectives, together with detailed Course Content.**

## Leadership and Management

- 4th Dimensional Management – Doing twice as much in half the time
- Assertiveness
- Business Analysis
- Business Awareness
- Business Excellence
- Business Strategy
- Change Management
- Climbing the 13 Steps of Success
- Coaching
- Conflict Management
- Delegation
- Developing and Communicating Your Vision, Mission and Strategy
- Developing a Corporate Culture
- Diversity in the Workplace
- Efficiency Orientation– 17 Techniques for Total Control
- Emotional Intelligence
- Finance for Non-Financial Managers
- FISH – World-famous techniques for management, and coaching
- Flying under the Radar - using psychological shortcuts to influence others
- If it Ain't Broke Why Fix It – Why change matters
- Innovation and the Creative Brain – An Owner's Manual
- Inspiring the Camels to Race the Jockeys
- Interpersonal Skills
- Managing Across Cultures
- Meetings
- Memory Improvement
- Mentoring Skills
- Motivation
- Negotiation Skills
- Networking for Business Success
- NLP in Leadership
- Operations Management
- Outstanding Performance – The 13 Steps to Success
- Planning, Organisation and Control
- Positive Thinking
- Presentation Skills
- Problem Solving and Decision-Making
- Process Management
- Project Management
- Purchasing & Inventory Management
- Quantitative Methods for Effective Decisions – using figures/information to make decisions/problem solving/marketing/sales etc
- Rapid Changeover
- SDI – Strengths Deployment Inventory – a profiling tool to assess your leadership style and that of your team and how your style can impact on your team
- Six Sigma – Quality and Improvement
- Speed Reading
- Strategic Thinking
- Stress Management
- Subconscious Influencing Skills – 21st Century Communications
- Supervisory Skills
- Supply Chain Management
- Time Management
- The Everest Programme – Achieving your highest potential
- The New Manager/Leader
- The Middle Manager/Leader
- The Power of Now – The science of effective action
- The Professional Manager (Lawyers, Accountants etc)
- The Senior/Advanced Manager/Leader
- The Technical Manager (Engineers, IT specialists etc)
- The Cost of Quality
- Total Quality Management
- Women in Business
- Think Critically and Succeed

## Sales

- Advanced Selling Skills
- An Introduction to Selling Skills
- Branding For Sales and Customer Service
- FISH – Increasing Sales Performance
- Guerrilla tactics for Competitive Business Warfare
- Flying under the Radar - using psychological shortcuts to influence others
- Inspiring the Camels to Race the Jockeys
- Key Account Management
- Negotiation Skills
- Networking for Success
- NLP in Selling
- Presentation Skills
- Quantitative Methods for Selling
- Retail Selling
- Sales Team Management Training
- Selling / Consultancy in a Cross Cultural Environment
- Special Forces Survival Skills for the Modern Business Jungle
- Subconscious Influencing Skills – 21st Century Communications
- Telephone Selling Skills (Inbound and Outbound)
- Territory/Regional Sales Management
- Trusted Advisor
- Visual Merchandising
- Web Chat – Increase your sales
- Who am I? – SDI

## Customer Service

- Beyond Customer Service
- Communication Skills
- Cross Cultural Communication Skills
- Customer Relationship Management
- Customer Service for non-frontline staff
- Customer Service – Delivering Excellence
- Customer Service – Strategy
- Guerrilla tactics for Competitive Business Warfare
- FISH – world-famous customer service techniques
- Internal Customer Services
- Net Promoter Score
- Special Forces Survival Skills for the Modern Business Jungle
- Subconscious Influencing Skills – 21st Century Communications
- Web Chat – Improve your service
- Who am I? – SDI

## Marketing

- Aligning Digital Marketing & Social Media with Marketing Strategy for Maximum Return on Investment
- Aligning e-Marketing and Traditional Media
- Aligning Marketing and Sales
- An Introduction to Marketing
- Best Practice Presentation and Pitching Skills for Media, Creatives, Designers and Agencies
- Category Management
- Clientside Development Programme for Agencies
- Cloud Computing - The internet is getting personal
- Delivering Marketing Communications
- E-Marketing and Websites
- Event Management
- Getting the Best from Agencies
- Guerrilla tactics for Competitive Business Warfare
- Introduction to Public Sector Marketing
- Marketing Case Studies
- Market Intelligence
- Market Research Questionnaires
- Marketing for Lead Generation
- Market Segmentation and Customer Relationship Management
- Product Marketing and Innovative NPD
- Public and Media Relations
- Return on Investment
- Special Forces Survival Skills for the Modern Business Jungle
- Strategic Marketing Planning
- The Psychology Behind Marketing

## Human Resources

- 21<sup>st</sup> Century Training Skills
- An Introduction to Human Resources
- Competencies
- Diversity in the Workplace
- Employment Law
- Job Evaluation
- HR Balanced Scorecard
- HR Management
- HR Strategy
- Organisation and Manpower Planning
- Performance Management
- Psychometric Testing and Assessments
- Recruitment, Interviewing and Selection
- Succession Planning
- Train the Trainer
- Training Co-ordinator
- Training Cycle and Evaluation
- Training Needs Analysis

## Training & Presentations

- Accelerated Learning
- Best Practice Presentation and Pitching Skills for Media, Creatives, Designers and Agencies
- Facilitation Skills
- Instructional Techniques
- Powerful Presentations
- Presentations and Question Answering For Engineers
- Presentations and Question Answering For the Pharmaceutical Sector
- Presentations and Question Answering for the Technical Specialist
- Public Speaking
- The Exceptional Trainer Masterclass
- Training Needs Analysis
- Training Cycle and Evaluation
- Training For the Technical Specialist
- Training for Profit
- Train the Trainer

## Business Skills

- Balanced Scorecard
- Business Awareness
- Business Excellence
- Business Planning
- Business Writing
- Career Development
- Climbing the 13 Steps of Success
- Cloud Computing - The internet is getting personal
- Communication Skills
- Decision Making
- Efficiency Orientation- 17 Techniques for Total Control
- Finance for Non-Financial Managers
- Flying under the Radar - using psychological shortcuts to influence others
- Guerrilla tactics for Competitive Business Warfare
- If it Ain't Broke Why Fix It – Why change matters
- Innovation and the Creative Brain – An Owner's Manual
- Inspiring the Camels to Race the Jockeys
- Internal Consultancy
- Mini MBA
- Memory Improvement
- Networking for Success
- NLP For Business Excellence
- Outstanding Performance – The 13 Steps to Success
- Planning, Organisation and Control
- Problem Solving
- Professional Consultancy
- Project Management
- Quantitative Methods For Business Excellence
- Report Writing
- SMED and the Art of Process Cycle Maintenance
- Speed-Reading
- Subconscious Influencing Skills – 21st Century Communications
- The Everest Programme – Achieving your highest potential
- The Power of Now – The science of effective action
- Think Critically and Succeed
- Who am I? – SDI
- Women in Business
- Writing Effective Emails

### Secretarial and Administration

- Advanced Office Manager
- Document Management
- Supervisor's Skills New / Advanced
- The Effective Administrator
- The Office Professional
- The Senior Secretary

### Call Centre

- Call Centre Help Desk
- Call Centre Team Leader Training
- Call Monitoring
- Customer Service in a Call Centre
- Improving your Net Promoter Score
- Inbound/Outbound Selling
- Managing a Call Centre
- Smart Skills for Help Desk Professionals
- Subconscious Influencing Skills – 21st Century Communications
- Telephone Skills
- Webchat - An alternative to telesales?

### Cross Cultural

- Communicating Across Cultures
- Customer Service across Cultures
- Dealing With The ..... (single cultural programme focussing on one culture at a time i.e. dealing with the French, Spanish, Germans, etc.)
- Kiss, Bow Or Shake Hands
- Leading an International Organisation
- Managing a Multicultural Team
- Negotiating Across Cultures
- Selling / Consultancy Skills in a Multicultural Environment

### Teamwork

- Flying under the Radar - using psychological shortcuts to influence others
- High Performance Teams
- If it Ain't Broke Why Fix It – Why change matters
- Inspiring the Camels to Race the Jockeys
- Interpersonal Strategies – Behavioural /Personality Styles
- Leading a High Performance Team
- Motivating Teams
- Multi Cultural Teams
- SDI Teams
- Subconscious Influencing Skills – 21st Century Communications
- Team Development
- The Everest Programme – Achieving your highest potential
- Think Critically and Succeed

### Performance Management

- Appraisals
- Coaching to Improve Performance
- Competency Based Performance Management
- Giving Feedback
- Monitoring Performance
- Motivation and Compensation
- Self-Development Planning
- The PM Cycle

## Finance

### Commodities

- Commodity Basics
- Physical and Paper Markets
- Commodity Sector Specific
  - Precious metals
    - Gold
    - Silver
    - Platinum
    - Palladium
  - Base metals
    - Copper
    - Aluminum
    - Nickel
    - Lead
    - Zinc
    - Tin
  - Energy
    - Crude oil and distillates
    - Gas
    - Coal
    - Electricity
    - Carbon/emissions
    - Biofuels
  - Agricultural commodities
    - Corn
    - Wheat
    - Soybeans
    - Crude palm oil (CPO)
    - Sugar
    - Coffee
    - Cotton
    - Cocoa
    - Meat and livestock
    - Freight
    - Plastics
    - Steel
    - Iron ore
- Paper Markets
- Commodity Price Risk Management
- Commodity Trading
- Commodity Financing
- Understanding Commodity Companies
- Commodity Operations
- Key Market Participants
- Commodity Markets and Trading

### Derivatives and Trading

- Yield Curves
- Swaps
- Interest Rate Futures
- FX Swaps, Options
- Volatility
- ALM (Asset Liability Management)
- Pricing and Trading Options
- Islamic Finance
- School of Derivatives

### Project Finance

- Oil & Gas Project Finance
- Project Finance Documentation
- Introduction to Project Finance

### Financial Modelling & Planning

- Financial Modelling in Excel
- Financial Modelling for Investment Appraisal and Valuation
- Mergers & Acquisitions Modelling
- Valuation Modelling
- Forecasting and Statistical Modelling
- Modelling for Corporate Restructuring
- Business Planning
- Forecasting Cashflows in Excel
- Leveraged Finance Modelling
- Project Finance Modelling
- Modelling M&A

### Investment Management Products

- Fund Management
- Fund Administration
- Hedge Funds
- Investment Management
- Corporate Actions

### **Private Equity**

- Analysing and Modelling Company Buyouts
- Introduction to Modelling Leveraged Finance
- Understanding Private Equity
- Introduction to Buy Outs
- Introduction to MBOs
- Buy Out Modelling

### **Strategy and Risk**

- Due Diligence Process
- Buying and selling businesses
- Risk Management
- Credit Risk
- Option Risk
- Market Risk
- Bonds (including risk)
- Sarbanes-Oxley
- Corporate Valuations
- Credit Control & Debt Management
- Credit Analysis
- Strategic Financial Management
- Corporate Credit Analysis
- Bank Credit Analysis
- Basel III

### **Investment Management Products**

- Fund Management
- Fund Administration
- Hedge Funds
- Investment Management
- Corporate Actions

### **Accounting and Finance**

- Accounting for Non Accountants
- Analysis of Accounts and Business Ratios
- Budgeting and Forecasting
- Budget Preparation, Forecasting and Cost Control Techniques
- Business Structures
- Business Performance
- Business Performance Ratio
- Cash Flow Management
- Cash flow Analysis and Forecasting
- Capital Investment Appraisals
- Costing and Breakeven
- Corporate Governance
- Finance for Non-Financial Managers
- Finance in an International Market
- Financial Analysis & The Stock Market
- Forensic Accounting and Auditing
- Raising Finance
- Stock Market and Raising Capital
- Treasury Management: Tools and techniques
- IFRS, US and UK GAAP
- Audit and assurance
- Cost Management
- Resource Accounting and Budgeting
- Financial Management
- Financial Systems Implementation
- Tax Compliance
- Understanding the City
- Accounting – ACCA and AAT courses

## Corporate Finance

- Comparative Valuation
- Buying & Selling Private Companies
- Valuation Workshop
- DCF Valuation Modelling Workshop
- Forecasting Cashflows in a Leveraged Business
- Understanding Financial Institutions
- Writing Proposals to Win Corporate Finance
- Financial Issues in Acquisition Agreements
- Analysing and Modelling Mergers & Acquisitions
- Analysing and Modelling Acquisitions & Buy Outs

## Energy, Oil and Gas

- Energy Efficient: Efficient & Effective Processes
- Troubleshooting for engineering & maintenance managers
- Rapid Machine Changeovers
- TPM - Total Preventive & Predictive Maintenance
- Process Capability in the Energy Industry
- SMED and the Art of Process Cycle Maintenance
- The Lean Toolbox
- Leap – Lean in Practice (Workshop)
- Applied Six Sigma & Power Generation
- Total Quality in Energy Distribution
- BPR - Business Process Energy – eering
- The 'Power' Programme

## Our In House Process

Sales Training International undertake the following process, to help assess your training needs and deliver your specific training requirements to the highest standards.

**Follow Up Call:** Once we have received your initial phone call or email, one of our directors will contact you to discuss your requirements in order to fully establish your training needs.

**"Get to Know You" Meeting:** For in-house training courses, one of our directors will arrange to meet you at a convenient location (If appropriate). This will enable them to find out more about your company and its training requirements. Once your specific needs are established we will then be able to allocate the appropriate training consultant.

**Training Needs Analysis:** We may need to spend time with your company to familiarise ourselves with your products and processes to enable us to write a company specific training course. However, if you feel further in-depth investigation is required, our consultant can conduct a full training needs analysis and subsequently produce a report which will detail findings, conclusions and recommendations on how to improve the efficiency and profitability of your company.

**Pre-Course Approval:** Once the recommendations have been accepted and the training solutions designed, these can be presented to you for final approval before the training is delivered.

**Training Course:** This will be a tailored course based on your specific needs.

**Feedback:** To help you with your evaluation process we will provide you with course feedback. If requested, we can also provide feedback on individuals which can be used for their ongoing development.

**Coaching:** As well as training, all our consultants are qualified coaches and can provide an in-depth coaching service. This will involve observation of your staff in the workplace with comprehensive feedback and coaching. This will enable potential performance issues to be identified and solutions established, thereby enhancing and improving existing performance, leading to increased productivity and profitability.

**Email Support:** All of our in-house courses include a free, one-month email support system, whereby all participants can contact the training consultant that conducted the course, where available, or an alternative experienced consultant, to answer any questions or provide further information.



## Client List

Our trainers have worked with a variety of clients worldwide, covering a wide range of industries. These include:

- Abu Dhabi Gas
- ADNOC
- Air Energy
- AFA Press
- Allied Irish Bank
- Almi Tankers
- Alton Towers
- Altrix Healthcare
- APG Assest Management
- Avis
- AXA Insurance
- Bank of America
- Bank of Scotland
- Barclaycard
- Barclays Bank plc
- Binzagr Saudi Arabia
- BMW
- Brent Council
- Bradford and Bingley BS
- Britannic Assurance
- British Gas
- BT Online Booking
- CIBA
- Clifford Thames
- Coram Showers
- Craven Publishing
- Dabs.com
- Denis Brinicombe Group
- Dept of Health
- DHL
- Disney Corporation
- Dixons Store Group Intl.
- EDF Energy
- European Investment Fund
- Everton Football Club
- Etisalat
- Forbo-Nairn Ltd
- Fortis Plc
- Golden Pages
- Green Flag
- Group 4
- Herefordshire CC
- IBM
- Impact Media
- Indigo Vision
- Infomagic
- In Practice Systems
- Institute of Banking
- IQentis Ltd
- JDM Diamond Masters
- Legal Advice Bureau
- Levi Strauss & Co
- Marks & Spencer Financial Services
- Masterlease
- Music Box Leisure
- NCC Group
- NOA Services
- North West Development Agency
- NXO
- One-Tel
- Orange Telecommunications
- Pirelli
- Post Office Ltd
- Precision Polymer Engineering
- Provimi
- Qatargas
- QTEL
- Qatar Petroleum
- Reckitt-Benckiser
- Red Letter Days
- Reed Employment
- Renaissance Capital
- R.I.B.A.
- SABIC
- Safilo
- Santander
- Saudi Aramco
- SCA Hygiene
- Scottish Widows
- Sembcorp Utilities
- Singlepoint
- Skin Health Spa
- Solar Solve Marine
- Standard Bank
- Standard Chartered
- Stockport CC
- Stonemartin
- Study Group
- Swinton Insurance
- Technophobia
- Tesco Bank
- Thenamaris Shipping
- Thomas Cook
- TIC
- TJ Hughes
- Vodafone
- Waddington & Ledger
- WILO Intech



## In-House Training Terms and Conditions

In order to ensure the best possible level of service to our clients we operate under the following terms and conditions, which will be formally laid out in our final contract and agreed with you.

### Consultancy Fees Will Be Charged At The Following Rates:

<b>Training/facilitation/coaching</b>	<b>£1400 per Day **</b>
<b>Preparation/familiarisation</b>	<b>£800 per Day</b>

- Fees will include all materials required for delivering the course unless otherwise specified.
- All consultants' travel expenses will be charged to the account, together with accommodation charges where appropriate
- VAT at the prevailing rate will be applied to all contracts.
- All invoices must be settled within 30 days to avoid interest charges.
- The following cancellation rates will apply where notice is given:
  - Within 2 weeks- 100% of fee
  - Within 3 weeks- 50% of fee
  - Within 4 weeks- 25% of fee
  - More than 4 weeks- No fee
- All bookings will be confirmed in writing prior to being finalized with an agreed contract.
- Sales Training International Ltd reserves the right to amend their fees at any time (prior to agreeing a contract).

**\*\* This fee will vary for specialist courses such as some of the financial courses and for courses delivered in a foreign language\*\***

## What's Next?

To arrange a meeting with one of our directors or just to discuss your training needs over the phone:

**Telephone: +44 (0)845 8901701**

**Fax: +44 (0)845 8901702**

Email: [info@salestrainingintl.com](mailto:info@salestrainingintl.com)

You can visit us online at [www.salestrainingintl.com](http://www.salestrainingintl.com);  
[www.salestrainingmanuals.com](http://www.salestrainingmanuals.com); [www.financialtrainingintl.com](http://www.financialtrainingintl.com); or  
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