



## Northampton Centre Location Map



### Travel Directions



#### By Road

##### From the M1 south and west

Exit the M1 at junction 15 and take the A45 (London Road) towards Northampton, continue along the A45 (Nene Valley Way) ignoring the signs for Northampton and bear right over flyover towards Wellingborough signposted A45. At the next roundabout take the left ringroad exit signposted A43 Kettering. Take this road until the 2nd roundabout take the second exit onto the A5076 (Talavera Way). Follow the road up and round a new roundabout bearing right (not on map) then turn right at new traffic lights into Brickyard Spinney Road. Take the second right into Quarry Park Close and JCS is at the bottom of the road.



##### From Kettering A14 North and East

From the Kettering A14 junction take the A43 south towards Northampton. At the roundabout after you have entered the town boundary sign take the 4th exit onto the A5076 (Talavera Way). Follow the road up and round a new roundabout bearing right (not on map) then turn right at new traffic lights into Brickyard Spinney Road. Take the second right into Quarry Park Close and JCS is at the bottom of the road.



#### By Rail

The closest station is Northampton (about 15 mins by taxi from JCS) Call National Rail Enquiries for train times 08456 48 49 50 or at [www.nationalrail.co.uk](http://www.nationalrail.co.uk)



#### Parking

There is a car park off Quarry Park Close as marked on the map as well as ample unrestricted on-road parking.

### Accommodation



Ibis Northampton Town Centre  
Sol Central Marefair  
Northampton NN1 1SR  
Tel: +441604 608900  
Fax: +441604 608910  
[www.ibishotel.com](http://www.ibishotel.com)



Bedford Road  
Northampton  
NN4 7YF  
0870-4007214  
[www.holidayinn.co.uk](http://www.holidayinn.co.uk)



Innkeepers Lodge  
Northampton East  
Toby Carvery 'Round Spinney',  
Innkeeper's Lodge Northampton East,  
Talavera Way, Round Spinney,  
Northampton, NN3 8RN  
Tel: 0845 11 26 049  
[www.innkeeperslodge.com](http://www.innkeeperslodge.com)



Northampton Marriott Hotel  
Eagle Drive  
Northampton,  
NN4 7HW  
01604-768700  
[www.marriott.co.uk](http://www.marriott.co.uk)



Premier Travel Inn  
The Lakes  
Bedford Road  
Northampton  
NN4 7YD  
Tel: +448701 977196  
Fax: +441604 621935  
[www.premiertravelinn.co.uk](http://www.premiertravelinn.co.uk)



Westone Manor Hotel  
Ashley Way, Weston Favell  
Northampton  
Northamptonshire  
England NN3 3EA  
Tel: +44 (0)1604 739 955  
[www.hotels-northampton.com](http://www.hotels-northampton.com)

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**2012**  
24 years of training  
excellence

JCS training  
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JCS training is part of the JCS Computing group  
[www.jcsit.com](http://www.jcsit.com)





JCS training is part of the JCS Computing group now in its 24th year in the computing industry. We specialise in customised software and systems training tailored to make your business a success.

Our head office and main training centre is centrally located in Northampton close to the M1 Junction 15. We also have established training venues in Milton Keynes, London, Leicester, Birmingham, Oxford, Leeds, Bristol, Liverpool, Manchester and Luton plus we have associate training venues in most of the main towns throughout the UK. Training is also available onsite.

With training courses it is also important to match the right trainers to the right students. For this reason we have deliberately spent a lot of time building up our bank of trainers so they can be well matched to the course being delivered. We only employ our trainers to deliver the courses which they are considered to be an expert in even though they may well be able to deliver other training also. Raising these standards to the very top means we have the one of the highest levels of satisfaction in the training industry with over 90% of the businesses returning at some point in the future for further training.

We continue to broaden the portfolio of training services we offer and have recently expanded an extensive range of Business Skills and Development training courses which we deliver to our recognised hire standard.

If you would like to discuss how we can help your company benefit from better trained staff then you can call us now on 0871 200 22 52.

We look forward to hearing from you soon.

see our public course list online <http://www.jcstraining.com/index.php>

Course		Days	Rate 1-3 Office 2007 & 2010	Rate 4-7 Office 2007 & 2010	Rate 8 Office 2007 & 2010	Rate 9 Office 2007 & 2010	June	July	August	
Office Navigation from 2003 to 1st (2007, 2010)										
	1	149	199	139	159	109	139	27th	27th	24th
The Fundamentals of File Management										
	Half a day	99	99	99	99	99	28th	28th	24th	
Microsoft Word (2003, 2007 & 2010)										
Microsoft Word - Introduction	1	149	199	139	159	109	139	3rd	4th	1st
Microsoft Word - Intermediate	1	149	199	139	159	109	139	11th	11th	8th
Microsoft Word Advanced	1	149	199	139	159	109	139	18th	18th	15th
Microsoft Excel (2003, 2007 & 2010)										
Microsoft Excel - Introduction	1	149	199	139	159	109	139	6th	6th	3rd
Microsoft Excel - Intermediate	1	149	199	139	159	109	139	13th	13th	10th
Microsoft Excel Advanced	1	149	199	139	159	109	139	27th	27th	25th
Microsoft Access (2003, 2007 & 2010)										
Microsoft Access - Introduction Day 1	1	149	199	139	159	109	139	16th	7th	3rd
Microsoft Access - Introduction Day 2	1	149	199	139	159	109	139	17th	8th	4th
Microsoft Access - Intermediate	1	149	199	139	159	109	139	20th	21st	16th
Microsoft Access - Advanced	1	149	199	139	159	109	139	30th	28th	23rd
Microsoft PowerPoint (2003, 2007 & 2010)										
Microsoft PowerPoint Level 1	1	149	199	139	159	109	139	7th	7th	2nd
Microsoft PowerPoint Level 2	1	149	199	139	159	109	139	21st	21st	16th
Microsoft Outlook (2003, 2007 & 2010)										
Microsoft Outlook - Level 1	1	149	199	139	159	109	139	8th	8th	11th
Microsoft Outlook - Level 2	1	149	199	139	159	109	139	22nd	22nd	18th
Microsoft Project (2003, 2007 & 2010)										
Microsoft Project - Introduction	2	290	290	290	290	290	290	23rd & 24th	21st & 22nd	22nd & 23rd
Microsoft Project - Advanced	1	199	199	199	199	199	199	2nd	2nd	31st
Microsoft Visio - Intro (2003, 2007, 2010)	1	149	199	139	159	109	139	27th	27th	22nd
Adobe training (CS3, CS4 & CS5)										
Adobe InDesign - Introduction	2	495	495	495	495	495	495	9th & 10th	11th & 12th	11th & 12th
Adobe InDesign - Advanced	1	250	225	225	225	225	24th	28th	23rd	23rd
Adobe Illustrator - Introduction	2	495	495	495	495	495	495	22nd & 23rd	19th & 20th	22nd & 23rd
Adobe Illustrator - Advanced	1	250	225	225	225	225	30th	27th	30th	30th

Course		Days	Rate 1-3	Rate 4-7	Rate 8	June	July	August
Adobe Photoshop - Introduction								
	1	250	225	225	225	225	23rd & 24th	21st & 22nd
Adobe Photoshop - Advanced								
	1	250	225	225	225	225	30th	28th
Adobe Acrobat								
	1	250	225	225	225	225	17th	18th
Adobe Cold Fusion								
	2	495	450	450	450	450	23rd	25th
Consulting Style Sheets (CSS) Introduction								
	2	495	450	450	450	450	23rd & 24th	20th & 21st
Adobe Dreamweaver - Introduction								
	2	495	450	450	450	450	27th & 28th	26th & 27th
Adobe Flash - Introduction								
	2	495	450	450	450	450	8th & 9th	7th & 8th
HTML & CSS - Introduction								
	2	495	450	450	450	450	15th & 16th	14th & 15th
Adobe Contribute								
	2	495	450	450	450	450	20th & 21st	18th & 19th
Adobe After Effects - Introduction								
	2	495	450	450	450	450	2nd & 3rd	5th & 6th
Adobe Final Cut Pro								
	2	495	450	450	450	450	9th & 10th	12th & 13th
Adobe Motion								
	2	495	450	450	450	450	29th & 30th	25th & 26th
Sage Line 50 Professional - Introduction								
	1	249	225	210	210	210	23rd & 24th	18th & 19th
ACT!								
	1	295	270	250	250	250	23rd	21st
Crystal Reports (V10, 2008 & 21)								
Introduction to Crystal Reports	2	590	490	450	450	450	9th & 10th	7th & 8th
Advanced Crystal Reports	2	590	490	450	450	450	16th & 17th	14th & 15th
AUTOCAD (LT or full version)								
	2	750	590	490	490	490	18th & 19th	4th & 5th
Autocad - Introduction								
	2	500	390	350	350	350	20th & 21st	17th & 18th
Autocad - Intermediate								
	2	500	390	350	350	350	27th & 28th	18th & 19th
Autocad - Advanced								
	2	500	390	350	350	350	27th & 28th	22nd & 23rd
Programming with C#								
	2	445	390	375	375	375	7th, 8th & 9th	6th, 7th & 8th
Visual Basic for Applications (Excel)								
	2	445	390	375	375	375	14th & 15th	11th & 12th
Visual Basic for Applications (Access)								
	2	445	390	375	375	375	21st & 22nd	19th & 20th
SQL Server (2005, 2008, 2010)								
	1	695	695	695	695	695	22nd, 23rd & 24th	19th, 20th & 21st
SQL Server Reporting Services								
	1	695	695	695	695	695	22nd, 23rd & 24th	19th, 20th & 21st
Windows Server (2003, 2008)								
	3	695	695	695	695	695	8th, 9th & 10th	11th, 12th & 13th
Windows Server Installation & Support								
	1	445	390	375	375	375	13th	18th

We have recently extended our public scheduled training courses with great low rates so book now & make your budget go further

What our clients say about us at JCS training:

I had many Eureka moments. It was very good course, thanks!  
Trainer listened to everyone's request and was competent in answering them, the facilities are good,  
**MS PowerPoint 2007 Northampton County Council**

Very enjoyable –loads of fun and laughter as well as learning!  
I found it extremely useful and learnt quite a few pointers. I am Aspergic and found it was conducted at the right pace for me.  
Everyone was really friendly.  
Course was very good and informative and it was a very good course which I should have attended a long time ago.  
**MS Outlook 2007 L1 CONTRACT**

"Excellent – tailored perfectly".  
**tesa UK**

"We thought that the course was great! We are very confident that we will be able to produce a great Intranet site now".  
**HM Government Communications Centre - DreamWeaver**

"Moved at a pace I needed – excellent – the trainer ensured understanding at all stages".  
**Alanod - tailored Office**

"The training was great!".  
**Finning (CAT)**

"The course was excellent and delivered with patience and in an engaging manner"  
"Absolutely Fantastic, the trainers' patience yet ability to keep us controlled & on track was amazing!"  
"I feel the trainer has a very nice manner and I felt at ease in his course"  
**GoJo Europe Northern Team**

The feedback has been very positive on yesterday's course and delegates are already asking if we will be providing a Level 3 course!  
So very goo feedback really, HR Manager  
**Dominos Pizza HO**

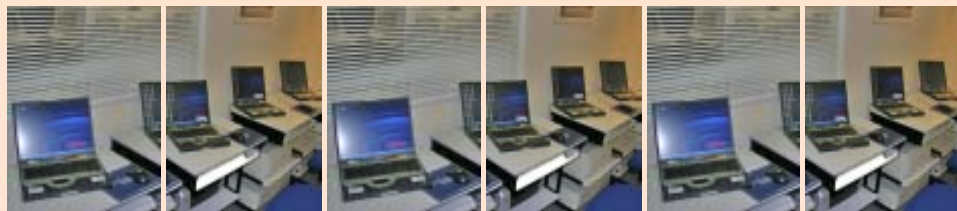
We were really impressed with JCS and very pleased with the user guide and online tutorial. JCS made amends quickly and efficiently.  
We shall definitely be using yourselves again to produce guides for International and HO. We also have another project in the pipeline that will also need an online tutorial etc. I am happy to recommend JCS to our director to carry out future works.  
**Cambridge Weight Plan - e-learning Consultancy/Development**

Trainer has excellent knowledge of the skills needed  
A well run informative course  
**Office Excel 2010 Advanced – ANKER IINTERNATIONALPLC**

I have had great feedback from the guys who did the training; I was very impressed with some of their changes in personality after the training!  
**Effective Telesales Training - Auriga Europe**

Our Client List Includes:

- Northampton County Council
- Anker International PLC
- Travis Perkins Group
- Yusen Logistics
- Kew Gardens
- Q-Matic UK
- Avon
- Tesa UK
- Alanod
- Marel Foods
- UniPath
- Dominos Pizza Head office
- National Accident Helpline
- Cambridge Weight Plan



## computers <sup>2U</sup> mobile class

Our highly successful mobile class introduced last year has proved to be an enormously popular choice for clients who may want training on their own site but haven't got the equipment freely available.

We can offer any number of personal laptops fully configured and ready to use for your training course. These can be provided to run your own in house training or we can supply the trainer complete for the course of your choice. This equipment is available at special rates where training is booked together with equipment hire.

The mobile classroom is supplied in partnership with our sister company, computerent.co.uk, so we have the biggest choice of equipment available. A typical configuration may be 6 laptops together with a projector networked with internet access. Where you are running your own training course the equipment is delivered for you the day before the training commences and collected the day following the completion of the training. Where the trainer is provided they will either bring the equipment or again it would be delivered and collected by our couriers.

laptops from £35/day,  
projectors £60/day

**as a special we can offer 6 laptops and projector fully configured for £260/day  
or we can offer 8 laptops and projector fully configured for £300/day**

please call us and we can discuss your requirements.

## Software Course Rates

All of our training is tailored to suit our clients from training on a 1-1 basis through to total company projects.

The way we work is we have a base day rate for Software, Systems and Business Skills training and then we heavily discount any additional delegate rates.

Therefore the more delegates attending the training the price per each delegate is significantly reduced.

All of the training content is mutually agreed prior to the commencement of the training....

If you would like to discuss your training requirements with us we would be pleased to provide you with a competitive quotation.

Call us now on **0871 200 22 52**

### Software training course subjects -

for in depth course outlines on all the courses we offer please go to our website @ <http://www.jcstraining.com/courses.php>

#### Adobe

- training on the complete range of Adobe products including latest CS5.5

#### CAD Design

- AutoCAD and more

#### Cisco

#### Citrix

#### Comp-TIA

#### Contact Management

#### Corel

#### Crystal Reports

#### ITIL

#### Linux

#### Lotus

#### Apple Mac

#### Microsoft

- training on the full range of Microsoft products including all Office versions & all technical courses

#### Oracle

#### SQL Server

#### Prince

#### Programming

#### Quark

#### Quickbooks

#### Reporting Generators

#### Sage

#### Security Systems Training

#### Unix

#### Video Editing

#### Web



## Introducing our new training vouchers

With Vouchers, you can send any of your employees to any Public schedule training course or they can be used for delivery of any training provision from JCS training. The vouchers have a 12 month expiry date.

### Convenience

Save time, paperwork and effort. Take care of all your training needs for the entire year with one single purchase order or vouchers can be purchased according to your budget restrictions – vouchers cost £100 each and cash savings are made with the purchase of 10 vouchers.

### Voucher tariff

- Buy 10 vouchers and receive 10%
- Buy 50 Voucher and receive 15%
- Buy 100 vouchers and receive 20%

### Keeping track

JCS will help you manage and keep track on your training budgets. We will send you a monthly summary of all voucher expenditure, delegate attendees, performance records, savings made, voucher account statement.

### Savings

The more Vouchers you purchase, the more money you save. Special additional offers and benefits exclusive to voucher customers.



## training suite hire

### The Facilities for Hire Northampton Centre

4 air-conditioned training suites for up to 50 delegates.  
Separate Rest Room to relax with telephone, fax, email and internet access  
Easy access and free parking with disabled facilities  
Dedicated high spec PC for each delegate with high speed Zen broadband  
Windows XP or 2003 Server, Adobe Acrobat, Java  
All rooms fully equipped with Whiteboards and Multimedia Video Projectors.  
Laptop for trainers use. Excellent 3 course buffet lunches

### Location

Centrally located in the heart of England close to the centre of Northampton. 10 minutes from junction 15 of the M1 motorway traveling from the north, south and west. 10 minutes from the A14/M1 link road travelling from the east. Easy access and parking.



### Suite F1 £450/day

Accommodates up to 24 delegates  
ergonomic desking with air-cushioned vdu chairs  
24 PC workstations with 19" screens  
all networked each with broadband internet access  
drinks and refreshment facilities



### Suite F2 £350/day

Accommodates up to 8 delegates  
ergonomic desking with air-cushioned vdu chairs  
8 PC workstations with 19" screens  
all networked each with broadband internet access  
drinks and refreshment facilities  
- special rate 4 delegates only £200/day  
- special rate 6 delegates only £275/day



### Suite F3 £350/day

Accommodates up to 8 delegates  
ergonomic desking with air-cushioned vdu chairs  
8 PC workstations with 19" screens  
all networked each with broadband internet access  
drinks and refreshment facilities

### Suite G1 £375/day

Accommodates up to 10 delegates  
ergonomic desking with air-cushioned vdu chairs  
Ground Floor access with full Disabled facilities  
10 PC workstations with 19" screens  
all networked each with broadband internet access  
drinks and refreshment facilities



### Lunch and Refreshment £15 per delegate/day

Tea, Coffee and Biscuits on arrival  
Use of Telephone, Fax or Email facility  
Drinks and Refreshments available throughout the day  
3 course buffet lunch with dietary preferences served 12:30-13:30  
Coffee at 11:00 Tea at 3:00

### Refreshments only

Tea, Coffee, Chocolate, Cold drinks,  
Biscuits, crisps available through the day **£7 per delegate/day**

### Trainer Provision

We have a large bank of qualified trainers proficient in most software applications available to meet your training needs **from £250/day**



**voucher order form**

**the facilities**



Our main training centre is based in Northampton, Central England just 10 minutes from junction 15 of the M1 motorway for access from the north, south and west and 15 minutes from the A14 A1-M1 link road for access from the east.

We also have centres in Milton Keynes, Leicester, London, Birmingham Oxford, Liverpool, Luton, Bristol, Manchester and Leeds. We have associated venues in most other main towns throughout the UK.

Rest Room with self-serve drinks and refreshments, Relax in your training breaks and get prepared for your next session

- \* Northampton centre -
- \* 4 Air-conditioned training suites for up to 50 delegates
- \* networked PC's all with broadband internet
- \* Easy access and free parking
- \* Over 20 years computing experience
- \* Team of dedicated Professional Trainers
- \* Courses tailored to company requirements
- \* Relaxed atmosphere
- \* Visual Aids
- \* Latest software release courses
- \* Free mousemat & rollerball pen
- \* Refreshments and lunch provided
- \* Basic Learning or Advanced
- \* Courses available
- \* Certificate of Attendance
- \* Full Course Notes CD to take away
- \* Microsoft Certification
- \* Novell training
- \* Course Assessment
- \* Post Course Assessment



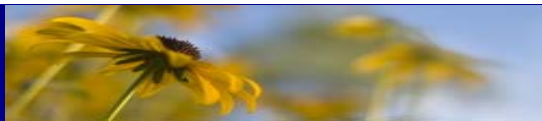
course assessment

course certificate

Please complete the details below and fax to JCS training on 01604 491799  
or email [vouchers@jcstraining.com](mailto:vouchers@jcstraining.com)

Company	
Address	
Telephone No	
Email Address	
No. of Vouchers Requested	
Order No.	
Voucher Cost ex vat	
Invoice Address (if different from Above)	
Date	
Signed	
Name Please Print	





We run a comprehensive range of Business Skills courses. The detail below give a brief summary of each course we offer. For a more detailed specification please contact one of our specialist Business Skills Sales Advisors on 01604 495252

### Managing Teams through Change

In an ever-changing business world it is important that companies recognise the need for training in Change Management - through participative activities this course provides an opportunity for team leaders to examine their own reactions to change and consider how they can best support and challenge their team members to work through change.

### Supervisory and Team Leader Skills

This two day programme is aimed at supervisors and team leaders. The delegates will look at the skills needed to enable them to organise and direct the workload and deal with "people" problems that may arise within the team. This course is particularly suitable for Supervisors & Team Leaders who manage people whilst working as part of a team.

### Communication Skills

If a picture paints a thousand words ... There is a misconception that this course is just about the words you speak. It is much more about the way you speak them, and how your body is telling its own story. Communication is a two-way process and the duty falls to the team leader to make sure the channel is always open and working properly. We look at Conflict in the workplace and the effect on business, motivation and the team. In this course we discuss some of the types of conflict that occur and outline ways for managing not escalation the situation

### Time Management

"What time? – there are not enough hours in the day" Most managers devote time to low priority work. This course looks at how to manage your time. We cover looking at Time and Planning, planning aids and managing workloads and people who impact on your time. Achieve more by working more effectively.

### Effective Presentation with PowerPoint

Creating your Presentation should not be your only focus for this type of presentation event. This course is aimed at individuals who want to present more effectively. We cover the fundamentals of presentation and delivery using Microsoft PowerPoint.

### Coaching essentials:

As a leader in your company, you are expected to help people meet or exceed expectations and to help ensure productivity and profitability for the organization. Coaching is a leadership tool that is effective in improving performance and contributing to the goals of the business. In this course, you will explore the benefits of coaching, coaching approaches, how to develop an action plan, and methods for ensuring the coaching process is successful.

### Effective Meetings, Agendas and Minutes

To run effective meetings you need to start with an appropriate agenda – this is often a neglected part of the meetings cycle.

An effective chairperson can make the difference between a streamlined efficient meeting resulting in clear and concise accounts, or a rambling discussion where everyone leaves wondering why they came!

The minutes that follow a meeting are crucial in keeping everyone up to date and must be presented in a way that is concise, easy for the reader to digest, and very clear.

### Successful Sales Skills

Based on competent and professional sales skills, delegates are taught how to sell without resorting to high-pressure techniques. The sales process from, from prospecting to after sales service, is explained and delegates are taught the importance of developing a sales plan and how to marry your benefits to your customers needs.

### Effective Telesales Skills

This dynamic and popular course enables delegates to develop their telephone selling skills and self-confidence in order to increase call to order ratios, overcome "brush offs" and convert leads in to sales. Delegates will learn to build and develop a confident telephone manner to break through the barriers that block the path to an appointment or sale. Furthermore they will be able to promote their company and product using the tone and language that inspires customers. Also, ways to avoid rejection and build a relationship with the customer throughout the call will be examined. Finally, effective questioning and listening techniques to match the benefits of products/ services to the customer's needs and to overcome objections will be suggested.

### Face to Face Selling Skills

Based on competent and professional sales skills, delegates are taught how to sell in a face-to-face situation. The importance of developing a sales plan and how to marry your benefits to your customers needs will be explained. Delegates will understand why people buy and why they don't whilst developing the essential skills and techniques used by successful sales people. Moreover, we will analyse the importance of gaining initial credibility with the customer to help build trust and rapport by the use of effective questioning and listening.

### Advanced Consultative Selling and Account Management

The course has been designed for sales professionals wishing to develop their skills in building client relationships. The importance of fully understanding the client's requirements and then providing intelligent tailored solutions is central to the course's theme. Researching and understanding problems and then turning them into needs is examined. It is through concentration on the client, rather than the product pitch that will ensure the success of the sales person and the course considers practical methods of drawing the customer's precise requirement and forming long term partnering relationships.

### Negotiation Skills

Based on competent and professional buying skills, delegates are taught how to negotiate with perspective providers without resorting to high-pressure techniques. From prospecting to knowing the negotiation range is explained and delegates are taught the importance of developing skills such as body language, Listening Skills, Competitor Analysis Skills.

### How to be a Professional and effective PA

In most organisations the most valuable resource is performance from the Top! This course is about executive teamwork. The PA takes responsibility for much of the organisation and co-ordination of an office. Tact and diplomacy and effective communication skills are essential. A good PA makes an enormous contribution to executive effectiveness and requires many professional skills to be successful in this role.

### PA Taking Minutes

Duration: 1 day How to accurately record information and action from meetings  
The ability to take accurate and concise minutes is an essential PA skill. Using exercises and skill development sessions, this one day workshop teaches you how to take and create easy to read, effective minutes that will build your reputation as

### Service Desk Course 3 days

This course takes some of the key ITIL® Foundation elements and the Customer Service Course training and combines them. It does not include a qualification or exam. It includes all of the Customer Service training on listening / questioning etc, and explores some of the key ITIL® processes in which the **Service Desk** are likely to be involved. It does not lead to a formal qualification, nor does it provide a full grounding in the ITIL® framework

### Customer Service Course – 1 day

This one day training program was developed for Service Desk personnel who would benefit from developing their Customer service/ communication skills. **Aimed at Service Desk staff.** At the end of this course candidates will have tuned their communication skills - Know techniques to deal with difficult callers - have the tools to be assertive!

### Customer Care Development Course - 1 day

This course will include a PowerPoint presentation of the main topics supplemented by interactive sessions to reinforce learning of technique. Interactive sessions will be included on: -Customer needs — dealing with Complaints — Action plan for progress — interactive brainstorm session & completion of personal plan. **Aimed at staff dealing with customers face to face and**

### Telephone and Reception Skills

This comprehensive one-day course will help delegates to develop the skills and attitudes they need in order to deliver quality service in the front line.

### Introduction to Marketing

If you think marketing is a departmental function, then this course is for you! While the programme covers the fundamentals of marketing it takes a broad view on the developing role of marketing it takes a broad view on the developing role of marketing in business and explores how all managers can contribute to the total strategy. It is a useful guide to those who want to get the best out of their marketing.

### Preparing and Implementing a Marketing Plan

This course offers a practical approach to preparing and implementing a marketing action plan for any trading division within a larger organisation or a business in its own right. We will review the principles of marketing before moving on to how to prepare a practical marketing action plan that can then be implemented. Delegates will also learn how to integrate the action plan within the existing organisation's structure and resources.

**Further training available - Personal development courses – Business courses – Management training programs - Sales training – customer service - Train the trainer and 1-2-1 coaching**