



ACCOUNT MANAGEMENT

Building business partnerships

THREE DAY PROGRAMME

This programme offers an insight into the key strategic and operational processes as well as the marketing principles that will enable delegates to understand the importance of getting the account management strategy right and develops the skills needed to do it.

2010 VENUE AND DATES

Walton Hall, Wellesbourne

25-27 Jan, 22-24 Mar,
17-19 May, 21-23 Jul,
22-24 Sept, 22-24 Nov

COURSE FEE: £1625 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £1218.75 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



ADVANCED SALES SKILLS

Master the challenge of high level selling

TWO DAY PROGRAMME

This course is for the experienced salesperson who has a track record of success and seeks to become even more proficient. The course is suitable for those who sell complex solutions to multiple decision makers with long sales cycles. Every salesperson will gain from the fresh perspective taken on this course and the chance to re-think their current working practices.

2010 VENUE AND DATES

**Spearhead Training Centre,
Oxfordshire**

8-9 Feb, 7-8 Jun, 4-5 Oct

Tower 42, London

8-9 Apr, 5-6 Aug, 9-10 Dec

COURSE FEE: £995 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £746.25 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



THE BASICS OF FINANCE

An introduction for the non-specialist

ONE DAY WORKSHOP

This workshop the perfect course for those who do not manage budgets but want to be more confident in situations - such as meetings - where finance is discussed.

On this fun but practical course you will gain an understanding of basic concepts of business finance: the jargon will be untangled, the concepts clearly explained and your questions answered.

2010 VENUE AND DATES

Spearhead Training Centre, Oxfordshire

23 Feb, 27 May, 23 Aug, 16 Nov

Tower 42, London

11 Jan, 13 Apr, 5 Jul, 5 Oct

COURSE FEE: £535 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £401.25 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



CATEGORY MANAGEMENT

Making category management work for you

TWO DAY PROGRAMME

Delegates will examine each stage of the Category Management process, associated issues and techniques, and the need for a faster more results-orientated process. Also, how to make research and analysis more effective and the necessity of producing practical plans that deliver results.

2010 VENUE AND DATES

**Spearhead Training Centre,
Oxfordshire**

17-18 Feb, 11-12 May, 11-12 Aug, 17-18 Nov

COURSE FEE: £995 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £746.25 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



ESSENTIAL SALES SKILLS

Improve your skills and close more orders

THREE DAY PROGRAMME

This course is for the salesperson who has some sales experience and who may have no previous sales training, or who would like a refresher course to ensure they are using best practice.

The course presents the skills and techniques required by a successful salesperson in today's competitive business environment. The programme is highly participative, the course tutor building on the experiences of the delegates.

2010 VENUE AND DATES

Spearhead Training Centre, Oxfordshire

20-22 Jan, 29-31 Mar,
24-26 May, 27-29 Jul,
27-29 Sept, 29 Nov-1 Dec

COURSE FEE: £1625 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £1218.75 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



FINANCIAL AWARENESS

TWO DAY PROGRAMME

Successful managers, marketing and sales people can be even more effective given a better understanding of the commercial considerations that interact with their own discipline. This programme is ideal for those who recognise the benefit of understanding how the financial side of the business operates. Case study work and practical exercises form an important part of this programme reinforced by tutor led discussions.

2010 VENUE AND DATES

**Spearhead Training Centre,
Oxfordshire**

7-8 Jan, 22-23 Mar,
17-18 May, 16-17 Aug,
25-26 Oct

COURSE FEE: £995 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £746.25 PLUS VAT

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[Book online](#)



INTRODUCTION TO SELLING

TWO DAY PROGRAMME

This course will build a good foundation for those new to selling or for those who have not received sales training. It is for anyone who requires the knowledge and skills to work as a competent, professional salesperson. The principles of effective selling are clearly explained and delegates shown how to apply the principles in face-to-face situations with customers.

2010 VENUE AND DATES

**Spearhead Training Centre,
Oxfordshire**

25-26 Jan, 13-14 Apr, 21-22 Jun, 13-14 Sept, 23-24 Nov

Tower 42, London

1-2 Mar, 17-18 May, 12-13 Aug,
18-19 Oct

COURSE FEE: £995 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £746.25 PLUS VAT

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[Book online](#)



MANAGING THE SALES FORCE

THREE DAY RESIDENTIAL PROGRAMME

This programme is all about leading your sales team to success through the application of sound managerial practice. The course has been designed specifically for all managers who have, or expect to have, responsibility for achieving sales results through others.

Delegates can expect to leave the course with the knowledge and confidence to tackle one of the toughest managerial assignments: that of leading a sales team.

2010 VENUE AND DATES

Walton Hall, Wellesbourne

3-5 Feb, 26-28 Apr,
30 Jun - 2 Jul, 18-20 Aug,
6-8 Oct, 1-3 Dec

COURSE FEE: £1625 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £1218.75 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



NATIONAL ACCOUNT MANAGEMENT

The definitive course for national account managers

TWO DAY PROGRAMME

This programme is designed for National Account Managers and Key Account Managers. The course is also suitable for Regional Account Managers and National Account Executives being groomed for NAM status. Delegates will leave understanding the role and responsibilities of the National Account Manager. The course will provide a clear structure for business analysis and business planning and will help delegates develop their analytical, commercial and one-to-one presentation skills.

2010 VENUE AND DATES

**Spearhead Training Centre,
Oxfordshire**

13-14 Jan, 15-16 Apr, 15-16 Jul,
14-15 Oct

COURSE FEE: £995 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £746.25 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



PRESENTATION SKILLS WORKSHOP

Overcome nerves and present with confidence

ONE DAY WORKSHOP

This one-day workshop is designed for those who want to improve their ability to present to groups. Focusing primarily on the way you present rather than on how to create a presentation, this fun and participative workshop will provide a wealth of tips and development ideas that will make you a better presenter.

2010 VENUE AND DATES

Spearhead Training Centre, Oxfordshire

10 Mar, 9 Jun, 15 Sept, 13 Dec

Tower 42, London

29 Jan, 21 Apr, 26 Jul, 27 Oct

COURSE FEE: £535 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £401.25 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

[Book online](#)



SALES NEGOTIATION SKILLS

Minimise concessions and conclude good deals in tough competitive markets

THREE DAY PROGRAMME

Designed for sales people selling products or services where negotiation is part of the process leading to a successful sale. Delegates are taken through step by step how to negotiate business deals that are acceptable to both buyer and seller. This is an advanced level course for the more experienced sales executive to hone their skills and techniques of sales negotiations.

2010 VENUE AND DATES

Spearhead Training Centre, Oxfordshire

10-12 Feb, 26-28 Apr,
28-30 Jun, 23-25 Aug,
6-8 Oct, 8-10 Dec

COURSE FEE: £1625 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £1218.75 PLUS VAT

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[Book online](#)



SALES SUPPORT

Pre- and post-sales customer contact skills

ONE DAY WORKSHOP

Delegates will learn how their behaviour can affect your relationship with a customer, how to spot danger signals in the account that should be reported back and how to recognise a sales opportunity. Armed with this information they will be better able to make a positive contribution to the sales drive and the success of the organisation.

2010 VENUE AND DATES

**Spearhead Training Centre,
Oxfordshire**

19 Feb, 7 May, 14 Jul, 13 Oct,

Tower 42, London

15 Jan, 25 Mar, 10 Jun, 6 Sept, 18 Nov

COURSE FEE: £535 PLUS VAT

DISCOUNTED COURSE FEE FOR ISMM MEMBERS: £401.25 PLUS VAT

To book on line please click on the link below quoting Reference RS5222 to ensure that we apply the ISMM discount.

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