



Akzo Nobel Training Academy 2009



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Introduction

Dear partner,

Please find below our updated training prospectus for 2009.

We have endeavoured to present a balanced and thorough training offer through our new prospectus, whilst still maintaining a high quality agenda.

Within the course details we have strived to take into account the demands of today's industry. We all know how important our valued members of staff are to our business and with this in mind we have kept the time away from your business to a minimum, whilst continuing to maintain the quality of the training.

A full summary of the delegate's performance will be presented to your business upon completion of each course from your Services Consultant. This summary will assess the skills attained and any implementation stages that may have taken place or are planned to take place within your business structure.



Bobby McConville
Services Manager

Courses 1- 5

Courses 1 – 5 have been designed as a suite of courses for the various job roles within your business.

The programme has been developed on a modular basis and it may be appropriate for some staff to attend more than the ones specifically designed for their role. The matrix below gives an example of courses that are suited to each job role.

Cross Training Matrix

	Course	Estimator	Receptionist	Collection/Delivery	Parts Staff	Supervisor
1	Essential Customer Handling Skills	X	X	X		X
2	Modern Communication Skills	X	X	X		X
3	Selling Skills and Negotiation	X	X			
4	Supervisory Skills in the workplace					X
5	Parts Operations				X	

Management courses have been arranged separately and are listed on pages 10-17.

Essential Customer Handling Skills

Duration: 1 day

Delegate Profile:

This programme is applicable for all staff having direct customer contact.

Course Profile:

Delegates are provided with a framework to improve "customer care" whether dealing with customers in a controlled reception environment or as is often now the case when delivering or collecting customers' cars. Delegates will be able to understand fully the needs of customers and represent their company in the best possible manner.

Course Content:

Customer service and customer care
Matching customer expectations
The importance of a quality "hand over"
Customer handling skills
Practices to improve customer relations

Modern Communication Skills

Duration: 1 day

Delegate Profile:

This programme is designed for all non-productive / customer facing staff within the bodyshop.

Course Profile:

This programme will allow the delegate to:-

Use the correct communication tool for the specific purpose.

Understand when poor communication can prejudice the outcome of a quality organisation.

Help to maintain staff and customer relations.

Course Content:

The importance of good communication skills

The importance of communicating effectively at work

Making messages more relevant

Recognising and overcoming barriers to communication

Understanding the benefits and shortcomings of various communication channels

Questioning techniques

Better use of communication tools

Communication aids

Selling Skills and Negotiation

Duration: 1 day

Delegate Profile:

This course is ideally suited to estimators and receptionists with responsibility for selling services.

Course Profile:

In today's competitive environment all staff dealing with customers needs to be equipped with effective skills in the art of selling and negotiation. The first objective of this programme is to convince delegates that they are all sales people and that they need to be fully conversant with the proven techniques used by successful sales people and negotiators.

Course Content:

- The Selling Process
- Developing relationships
- Information gathering
- Qualifying
- Closing techniques
- Objection handling
- The Win Win Principle
- Preparation for negotiation
- Personal authority
- Tactics in negotiation

Supervisory Skills in the workplace

Course Duration: 2 days

Delegate profile:

This course is designed to enhance the skills of supervisors.

Course profile:

This is a highly practical and participative course focusing on the core skill requirements.

Course content:

Introductions and objectives

The responsible roles of supervision

Skills and knowledge requirements for effective supervision

Team leadership, organisation and control

Process controls

Productivity measures

Customer expectations

The role supervision plays in marketing

Parts Operations

Course duration: 1 day

Delegate profile:

This course is intended for anybody responsible for parts identification and procurement.

Course content:

Parts operation overview, bodyshop specific

Essential skills required for parts people

Effects of parts scheduling, problems/issues on the business.

Re-thinking the parts operation

Parts storage and retrieval

The effect of PAS125 on parts management

Supplier management & ordering system

Goods in, non conformance, returns and warranty issues

Monitoring performance

Facilities

VOC costs

A system for tendering, negotiation and purchase

Management Courses

The following courses have been designed for the management team within your company. Courses can be booked individually or as a complete package.

All courses are of 2 days duration. Overnight accommodation will be arranged for the night after day 1 and the charge will be added to the course cost. If accommodation is also required for the night prior to the course this will be subject to availability and paid for on departure of the hotel along with any extras.

For each of these courses we are requesting for a show of interest form to be completed by each bodyshop. Dates and locations will be confirmed once we have received these requests and we will endeavour to meet everybody's preferred locations.

Customer Relationship Management

Course Duration: 2 days

Course content:

The basic principal of the whole selling process including marketing, selling, delivering and keeping the customer. The context of the current and future market place is fully explored.

Using various techniques to enhance the customers experience and to build quality customer management into the whole process.

After completion of the course the delegate will be able to:-

Understand the difference between marketing and selling
Understand the customer opportunities that exist in the market place

Understand some simple techniques to gain information and secure business

Understand some simple techniques for handling complaints (valid or not)

Gain insight into how to encourage the whole organisation to deliver customer satisfaction

Establish some simple methods to turn customer satisfaction into customer loyalty

Managing Self and Others

Course Duration: 2 days

Course content:

Effective roles and skills of supervisory management

Effective roles of production management

Leadership traits

Managing communication

Managing time

Managing and developing teams

After completion of the course the delegate will have a thorough understanding of:-

The most effective skills and management competencies for maximising the performance of the operation

Recognise the strengths and weaknesses of personal management competencies.

Recognise own personal management traits and learn to manage personal behaviour

Time management, its value and the effects of poor time management

Manage communication in the workplace effectively

Manage, motivate and develop work teams

Key Management Skills (Part 1)

Course Duration: 2 days

Course content:

Business Foundation – mandatory requirements,
essentials to understand the business

Legislation and other legal elements relevant to running a
body shop – legal and governmental etc

Premises – legal elements

Management accounts – banking and financing

After completion of the course the delegate will have a
thorough understanding of:-

Strategic elements – discerning decisions on medium to
long term business direction

Business planning

Business continuity and sustainability

Deployment: business development of KPI's

Change management

Key Management Skills (Part 2)

Course Duration: 2 days

Course content:

Operational Management

Tactical elements – short term reactions to offensive or defensive requirements

Business planning – staffing

Tools and equipment (life cycle)

Tools and equipment (maintenance)

After completion of the course the delegate will have a thorough understanding of:-

Business operations – including links to PAS125 and quality control

Workshop priorities

Workshop loading

Business development – operating control

Managing KPI's (including business development – improving performance & labour rates, parts etc.)

Advanced Communications

Course Duration: 2 days

Course content:

The importance of good communication skills as a management tool

The importance of communicating effectively at work

Making messages more relevant

Recognising and overcoming barriers to communication

Understanding the benefits and shortcomings of various communication channels.

Communication aids

Meeting and chairmanship skills

Presentation basic skills and tools i.e. PowerPoint

After completion of the course the delegate will have a thorough understanding of:-

Manage communication at all levels.

Use the correct communication tool for the specific purpose.

Understand when poor communication can prejudice the outcome of a quality organisation.

Develop and maintain staff and customer relations

Employment Law

Course Duration: 2 days

Course Content:

The course is a mix of theory and practical group exercises to cement understanding.

Day 1: Legislation

Recruitment

Contractual terms and contracts of employment

Personnel records & Data Protection Act implications

Discrimination (several strands, incorporates equal ops, equal pay)

Statutory disciplinary & grievance processes

Family friendly legislation

Flexible working requests, considering/accepting/rejecting

Working time regulations, national minimum wage

Fair reasons for dismissal

Unfair reasons for dismissal

Retirement dismissals & flexible retirement requests

Redundancy dismissals

Day 2:

Job descriptions

Short-listing, interviewing and selection

Offering employment

References & eligibility checks

Induction programme contents and objectives

Developing staff skills to meet objectives

Appraising staff, managing poor performance (capability, conduct, attendance and health/disability issues)

Please note delegates attending this programme will receive template documents covering the most commonly used correspondence used for HR matters.

Training Costs

1 Day Training Courses	£250.00 + vat
Accommodation	Approximately £75.00 - £100 (Depending on location) and this will be pre-paid with your training courses costs.

*All ONE day courses are booked on a **DAY DELEGATE** basis only - Accommodation requirements are subject to availability and will be paid for on departure of the hotel along with any extras.*

2 Day Training Courses	£500.00 + vat
Accommodation	Approximately £75.00 - £100 (Depending on location) and this will be pre-paid with your training courses costs.

*All TWO day courses will have accommodation booked after day one on a **B&B BASIS ONLY** – Pre-night arrival accommodation requirements are subject to availability and will be paid for on departure of the hotel along with any extras.*

Course Certification & Evaluation

We believe the courses are not just about the day's training, but should focus on the actions that will be taken once the delegate returns to their working environment.

Each course will follow these evaluation steps:

- Pre-course questionnaire at the start of the training
- Objective settings arranged at the end of the course
- The above forwarded to Services Consultants
- Services Consultants to feedback on quarterly meetings
- Further follow-up will take place following specific courses.
- AN ACT/Akzo Nobel Training Academy certificate will be presented to each delegate.

Akzo Nobel Terms and Conditions

1. Sufficient delegates are required for these courses to be fully effective. If participant numbers are insufficient courses may be rescheduled.
2. All courses are to be booked and paid for in advance
3. Pre-Payment required by direct debit or cheque.
4. Cancellation charges are as follows;
 - Between 60-30 days notice = 50%
 - 30 days and less = 100%

A.C.T. (NATIONAL)

All of the trainers involved in this program have a wealth of experience in the industry, both commercially and as trainers. All are committed to ensuring that the training is provided is applicable and more importantly easily transferable to the workplace.