

‘Varda Kreuz gave me the most inspiring and life changing sales training I have ever had.’

Lynne Burrell, Key Accounts Manager
African & Eastern Ltd, Dubai.

Welcome to the latest overview of the courses and workshops available from Varda Kreuz Training.

Varda Kreuz Training is one of the UK's most innovative training and development organisations, specialising in tailored and bespoke programmes which offer a wide range of business solutions.

Our team have many years experience, specialising in key business development training spanning various industry sectors.

With an ethos that is based on enabling clients to access skills deliberately, aid in the discovery of existing problems and culminates in the ability to equip delegates with tools to achieve the solution.

Your business and team are unique, that means that your training and development should be too. Once we know what you want to achieve, when we fully understand your requirements, we will present our recommendations

“We are not a giant, faceless corporate training company delivering generic, uninspiring, workaday courses.

We are Varda Kreuz”

Training – Where and When You Need It

Courses can be delivered anywhere in the UK or overseas at the venue of your choice – whether it be on your own premises, at a hotel or conference centre, or at our high-quality training facilities on King Street, Manchester.

Funding

As part of Train to Gain, many of the courses we offer can be delivered free of charge on completion of the whole programme. Please contact 0161 935 8183 for more details.

Contents

Pages 3 to 6: Successful Sales Skills

Our programme of courses begins with the foundation workshops based on the “Selling With EASE®” system, which discuss the four major elements of sales; Earning the right, Asking the appropriate questions, Solving the problem & Executing the solution; and covers all areas of the sales process from key account management to top level negotiation skills.

Pages 7 to 8: Management & Leadership

To build and maintain a highly motivated sales team that thrives on opportunity and wins more business takes planning, preparation, control, excellent people skills and an ability to capture the imagination.

Our programme begins by providing the foundations of people management, before encompassing coaching skills for managers and core leadership skills. A set of courses and workshops which will enable every manager to establish the basis of success and lead the performance of any team to new heights.

Pages 9 to 11: Business Skills

Our working environments are now faster and more competitive than ever and yet there are specific skills which seem to be taken for granted, with employees expected to have just somehow “picked them up” along the way.

Time management, training skills, project management, leading productive meetings and networking - a range of workshops and courses which tackle the essential skill set for the 21st century professional.

For more information call 0161 935 8183 or email info@vardakreuztraining.com to book a free no obligation consultation

Foundation Selling Skills

This interactive set of courses is a must for anyone intending to make a career within a sales environment, perfect for new or recent hires who need to hit the ground running or those requiring a comprehensive "refresher".

The skills essential to become successful in highly competitive sales markets are explored in depth, and key areas of importance are highlighted and explained. During each session we uncover sales skills which are fundamental in recognising and influencing those crucial moments when a sale may be won or lost.

Time and self-management are investigated, as is the importance of making a good first impression whether face-to-face or on the telephone.

Win-Win Negotiating

A Varda Kreuz negotiation training course is about skills development, it is about what happens during a negotiation, and how participants can achieve a better outcome in line with their interests.

By the end of this training course your team will have learnt how to develop trading rather than concession-making, negotiate with the aim of achieving mutually acceptable outcomes, identify and deal with difficult customer behaviour, plan more effectively for successful negotiations and how to make realistic walk-away decisions.

Time and Territory Management

Time and territory are fixed resources so what your sales team do with their time and territory makes all the difference.

Growth is every sales organisation's objective, but not at any cost. Market leaders across numerous industries are working to leverage existing resources to improve results, create stronger long-term client relationships and achieve more profitable sales within existing time, territory assignments and staff resources. This course encourages participants to stop and think about how they operate and will help anybody who needs to cover their territory more productively, differentiate between urgent and important jobs and helps to defragment their workload so that more can be achieved with less time and effort.

Achieving Sales on the Telephone

More and more companies are increasing their use of the telephone as the quickest and most convenient way of establishing customer contacts, therefore it is essential that telesales staff represent their organisation in a professional and friendly way, using clear and effective communication to ensure customer value is maximised and potential business is never

lost. If your telesales staff have not been trained properly, how much business simply goes missing?

These training workshops are set out to enable participants to sell effectively over the phone. The tools that are covered will help generate sales and whether they take inbound or make outbound calls they will find that by applying the techniques in this session, their success rate will increase immensely.

“The Key Account Managers workshop gave me the necessary tools & skill-set to flourish in my current occupation.”

Key Account Management

This programme introduces account managers to best practice in key account management, equipping them with essential skills to help plan for and manage their key account relationships. Beginning with the classification, selection and management of key accounts, the programme moves on to the profitability and organisational aspects of the role and examines the leadership qualities and skills required.

Ideal for key account executives, account managers and those who are progressing into a key account management role, or who have limited experience in managing accounts, the main objective of this course is to aid in the transition from salesperson to businessperson.

Paul Emanuel, Beverage Manager - Royal Caribbean International

Partner Programme - Selling through Resellers

Selling ' through' is different from selling 'to'. A different set of skills and habits come to the fore in building an effective partnership network.

Partnerships between businesses are much more dependent on measurable results, with partner loyalty hard to win and even harder to maintain. This course was created to aid in the development of lasting and profitable partner relationships by;

- **Contrasting the differences between selling through partners and selling to end users.**
- **Providing a quantitative method for identifying partners with the most potential.**
- **Providing tools and methods that increase partner success.**

Persuasive Sales Presentations

This programme combines fundamental public speaking skills with persuasive, effective proposal content, essential for any sales presentation. Ideal for all who participate in making formal sales presentations, particularly if technical specialists are required to make part of the presentation, as continuity of style and persuasive message will be greatly improved if the whole 'bid team' attends the programme.

“No thanks I'm just looking”

— Retail Sales Programme

The biggest challenge for today's specialty retailer is competing with the larger stores. Price appears to have become more of a factor in any customer's buying decision. In fact, the majority of retail sales employees think that price is the primary reason people buy. Even retail store managers have fallen prey to the myth that people buy strictly on price and that effectively competing with the big-box stores is an impossible task.

Anyone who works in a customer facing retail environment will benefit enormously from this programme.

Delegates will learn how to;

- **easily identify what customers are looking for**
- **quickly separate lookers, tire-kickers, and time wasters from qualified buyers, spending more time with people who are actually interested in buying the product or service**
- **make price objections less of an issue by learning how to increase the value of the product and service**
- **increase the number of retail items sold in each transaction**

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Leadership Skills

Simply inspire your people so that they come to work with the same passion and energy as you.

Much has been said and written about leadership, yet research has shown that charismatic leadership - people either having the gift of leadership or not – isn't what counts. Effective leadership at any level within organisations or the community is about ordinary people getting extraordinary things done.

This course is for everyone who wants to harness core leadership qualities and know how to use them successfully in order to achieve maximum results, with a focus on personal, team and task leadership.

“The Varda Kreuz training programme was both fascinating and inspirational.”

Laurie Reading, UK Business Intelligence Manager G2 Recruitment

An Introduction to Management

This course will introduce managers to the foundations of a manager's role, highlighting their responsibilities in the performance management of individuals in line with the organisational goals. A heavy emphasis is placed upon achieving results through other people, developing key skills such as effective delegation, good communication and an understanding of what motivates and de-motivates a team.

Ideal for recently appointed managers and supervisors who wish to understand the principles of good management practice and require an introduction to tried and tested management techniques.

Coaching Skills for Managers

Intended for all managers and leaders who are required to develop and coach team members, the key aim of the course is to ensure the participants drive results by supporting their team members in their learning while enabling them to develop the skills, knowledge and attitude necessary to successfully deliver their overall targets, goals and job responsibilities.

During this workshop participants will learn;

- **what coaching is and appreciate its role in the workplace**
- **understand the managers role in the coaching process**
- **have a specific procedure for coaching success**
- **identify coaching opportunities and know which styles to use**

Train the Trainer

As you would expect with a course called 'Train the Trainer', this training encapsulates everything that is important when developing others. The material ensures that participants learn the principles of perfect development, with the added advantage of being immersed in the concept throughout. Over four days this course covers;

- **Section 1 - Learning theory**
- **Section 2 - Preparing the training**
- **Section 3 - Training delivery**
- **Section 4 - Practical training sessions and feedback**

Leading Productive Meetings

Meetings do not have the greatest of reputations, in many organisations they are notorious, unproductive timewasters. But they don't have to be, the person leading the meeting can influence that reputation and ensure that all meetings are productive and rewarding for everyone involved.

This training course is aimed at people whose job involves leading meetings and provides them with practical advice which they can make use of straight away.

By the end of this session you will be able to consider whether a meeting is the most appropriate means of communication, control your meetings to ensure they are effective and provide focus through the use of objectives and agendas.

How to Work a Room: Networking for Business Results.

This workshop will benefit anyone who regularly attends networking opportunities and wishes to effectively develop business contacts. Sales teams attending together will benefit considerably as they will be able to practice and enhance potentially difficult social skills in a semi familiar environment.

Delegates will develop the skills required to be more effective networkers and have a greater understanding of the dynamics of communication specific to networking.

“Varda Kreuz set out a well structured and comprehensive training plan backed up with a commendable level of personal support.”

Dan Hetherington, Sales Representative - Coca Cola Enterprises

Time Management

Time is a limited and expensive resource that requires as much, if not better, management than money. If time was money, how many people in business would spend it so unwisely and freely without any focused pre-planning, prioritising or indeed any forecasting on the return on their investment?

In today's busy business world many are still forced to do just that because they don't have the time to change their behaviour.

This practical and intensive course is for those who want to take more control of their work loads by

learning and implementing the basic principles of time management. By the end of this session you will be able to recognise what prevents you from making the best use of this limited resource; create long, medium and short term plans and recognise common time wasters so that you can truly manage your time appropriately throughout the working week.

Project Management

Today's complex demands for productivity rely more and more on gathering teams of people to work collectively on business projects. Yet so many of these well intentioned initiatives fail; they often overrun on budget, resources and time.

At the heart of successful projects are successful project managers; people who understand the skills required and are able to steer through the complexity.

This workshop aims to cover the fundamentals of effective project delivery. Delegates will learn how to develop a great project plan, communicate effectively, manage change, solve problems and find out how to get things back on track when it all goes horribly wrong...!

“Varda Kreuz Training is now the No 1 choice for my training and development programme.”

Tom Morgan, Head Of On Trade Monster Energy

Why choose Varda Kreuz.

- **Our structured pre-training consultation process.** We do this to isolate the key issues to be addressed. In many instances, what appears to be the problem is, in fact, just a symptom of a more serious underlying cause. This will ensure the training is precisely targeted to deliver your desired results.
- **Our post-training support. After each course,** we offer all delegates generous email and telephone support from their course leader for six months, to help them implement what they've learnt. During this time we will also provide a free, interactive refresher (by email) to ensure delegates stay on track.
- **Our return on investment programme.** Our mission is to deliver training that produces results for you. On that basis, we will help you develop a return on investment programme so you can see exactly how the training impacts your business.
- **100% Money Back Guarantee.** We believe in the quality of our training and the value it delivers. That's why we have our no risk 100% Money Back Guarantee! If you attend and believe you haven't experienced full value for your money, we'll offer a complete refund; no questions asked.

And Finally

- **Because we genuinely care about the results.** We want people to feel that they have grown and learnt something new! Information that can be implemented as soon as they get back into a real life situation and make a real difference to their results.

This year we are happy to support The Cystic Fibrosis Trust with our “give some back” promotion.



Registered as a charity in England and Wales
(1079049) and in Scotland (SC40196)

For further details on how your team can receive training with a donation of 25%* of the invoice cost going directly to Cystic Fibrosis Trust please contact 0161 935 8183, email cft@vardakreuztraining.com or visit www.vardakreuztraining.com for more details.

Would you like to help a deserving cause while improving the efficiency, effectiveness and professionalism of your entire team?

Well Varda Kreuz Trainings commitment to raise funds for the Cystic Fibrosis Trust, creating a flexible framework of courses and workshops for individuals or entire teams, allows you to do just that.

This year Varda Kreuz Training will be donating 25% of their invoice price for all courses or workshops booked using the promotional code CFT1705 directly to the Cystic Fibrosis Trust.

Cystic Fibrosis (CF) is the most common life-threatening inherited disease in the UK, affecting more than 900 youngsters in the North West and 8,000 across the UK. Each week 5 babies will be born with CF and 3 more young lives will be lost. There is currently no effective treatment and only half of the young people with CF will live beyond the age of 35. Funds raised will go towards the CF Trust's groundbreaking gene therapy research, the aim of which is to prevent the lung disease that claims the lives of 90% of those with CF. It will also help us to ensure that all those with CF carry on receiving the very best possible care, treatment and support. For further information, visit www.cftrust.org.uk



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