

### Hospitality – Customer Service Skills

Two-day course covering the following:

- Customer Service Skills
- Communication
- Resolving Conflict
- Infection Control/Safety

Delivered by Innovative Alliance T/A Complete Skills Solutions

For more information contact: [Joe.Thomas@completeskillssolutions.co.uk](mailto:Joe.Thomas@completeskillssolutions.co.uk)

### Advanced IT Skills

Aimed at experienced users of Microsoft Office, this course will look to transform and develop your skills to enhance the way they work so they can confidently and proactively develop documents, spreadsheets, and presentations that will give their company the digital edge. All content is geared around the aim of improving your business presence and helping you display content in a professional, dynamic way.

Units Include:

- Word Advanced for Report Writing – Learn how to produce reports with all the linking of data, bookmarks, table of contents,
- images with cross references. You will learn how to work with others and track and compare changes in documents.
- Excel Formulas (Formulas and Functions) – Learn how to use the intermediate and advanced functions in Excel to build
- spreadsheets with confidence.
- Excel Advanced for Data Analysis and Reporting – (Dashboards and Analysis) – Learn how to analysis and clean data is an
- essential skill for any business. This course will give you insights on how you can effectively trend your data and analyse your
- KPIs.
- Word Advanced for Digital Design – We will look at all the advanced skills with designing documents that will be displayed to
- existing and potential customers on Digital format. Your data will be enhanced with the use of graphics, accessibility for the web,
- enhanced tables and forms, document form fields, mail merge.
- PowerPoint – This module will be taking your PowerPoint skills to the next level. You will be linking data from Excel
- Dashboards, Creating Advanced Animation and Transitions, Designing and working with multiple Templates and Designs,
- Embedding Video and Sound into Presentations and learning how to present like a pro with the advanced Presentation Tips for
- Effective Presentations.

Delivered by Square One

For more information contact: [lisa.johnson@squareonetraining.com](mailto:lisa.johnson@squareonetraining.com)

[info@squareonetraining.com](mailto:info@squareonetraining.com)



## Leadership & Management Performance

Course includes:

- Performance Management – (1/2 Day)
- Examine models and theories for monitoring and managing people
- Show understanding in SMART target setting and how to agree and set individual targets
- Evaluate models to effectively monitor the flow and quality of work
- Create and implement action plans and take action to improve weaker areas
- Performance Appraisal – (Full Day)
- Understanding the purpose and key reasons for Appraisals and how this links to the performance and development of staff
- Discuss the importance of objective setting and measurement.
- Evaluate the benefits of Appraisals to the organisation, the team and the individual
- Understanding the importance of good listening and questioning skills, including the importance of feedback
- Understanding the skills needed to deal with behavioural issues
- Create effective Action Plans to inform improvement
- Apply good skills to undertake an appraisal – complete role play activity.
- Improving Productivity – (Full Day)
- Understand different strategies, methods and ways to improve workplace productivity
- Evaluate the organisational skills required to improve workplace productivity
- Illustrate productive communication skills in the workplace
- Discuss how to manage stress and cope with anxiety in the workplace

Delivered by The Education & Skills Partnership Ltd

For more information contact: [karen@esp-ac.uk](mailto:karen@esp-ac.uk)

## Business Skills – French

French for Business training is based on a two-week programme. It consists of 6 sessions which includes (but is not limited to):

- Pronunciation
- Self-introduction
- Numeracy
- Different tenses
- Sentence formation
- Time & Weather
- My business in French
- Problems within Business
- Documents names and importance
- Negotiate in French
- Importance of relationships with clients
- Talk about business and plans

Delivered by Manchester Business Training & Consultancy Ltd

For more information contact: [manchesterbtc@gmail.com](mailto:manchesterbtc@gmail.com)



### **Business Skills – Import/Export**

This three-day, interactive course will provide all delegates with a good understanding of international trade.

This is the essential course for everyone involved in import/export; as someone new to international trade, a key organisational decision maker considering international trade or in charge of the international department or an experienced importer/exporter practitioner looking to consolidate knowledge and remain up to date with latest best practice and legislation

At the end of this course all learners will have the essential knowledge required to import and export:

- Understanding of the processes involved in importing
- Understanding the processes involved in exporting
- Know the challenges of cross boarder payments
- Understand Commodity Codes
- Understand Incoterms
- Be able to list the documentary requirements
- Able to set out an export action plan for your business
- Able to apply importing/exporting knowledge to a product using a real life situation

Delivered by Halton Chamber

For more information contact: [Jane.Kelly@haltonchamber.co.uk](mailto:Jane.Kelly@haltonchamber.co.uk)  
[info@haltonchamber.co.uk](mailto:info@haltonchamber.co.uk)

### **Basic Skills – IT**

Four-day programme covering the following Microsoft packages:

#### **MICROSOFT OUTLOOK**

Learn how to best set up and manage email, calendars, and contacts in Outlook. This course begins with a tour of the interface and shows how to connect to a wide variety of email accounts, as well as OneDrive for online file storage. You will be shown how to quickly create, send, and read email and reduce your inbox clutter; organise, group, and share contacts; and stay on schedule with calendars and tasks.

Includes:

- Composing and sending emails with attachments, links, images and a signature.
- Schedule one-time and recurring meetings and create appointments.
- Create rules to automate tasks for incoming mail.
- Recall messages, redirect replies, and archive old emails.

#### **MICROSOFT POWERPOINT**

Microsoft PowerPoint is a slide show presentation program containing various features to make effective presentation. The professionals broadly utilise it to present the business information both in the office and international conferences.

Includes:

- Creating a new blank presentation.
- Entering and editing text.
- Adding, moving slides, deleting slides.
- Using different slide layouts.



- Creating a table, inserting and delete rows and columns.
- Adding text, using pictures, merging shapes and formatting the outline.
- Photographs – inserting, applying artistic effects and corrections, cropping, compressing.
- Audio – inserting from a file, using the playback ribbon, removing audio.
- Video – inserting and linking video files.
- Hyperlinks – inserting and editing, hyperlinks between slides, using pictures, linking to other files and websites.

## MICROSOFT EXCEL

Microsoft Excel is the most commonly used spreadsheet programme in the world; providing the base for accounts, reporting and planning across multiple office sectors.

Includes:

- Creating a worksheet with text and numbers.
- Entering addition formulas.
- Using the SUM function in a formula and the AutoSum feature.
- Selecting and formatting cells ranges.
- Inserting and deleting rows and columns.
- Using styles to format a worksheet.
- Making a cell reference absolute and knowing when this is needed.
- Creating more complex formulas and calculating percentages
- Inserting column, line and pie charts.

## MICROSOFT WORD

Being confident in Microsoft Word is essential for anyone who either works or aspires to work in an office environment.

Includes:

- Starting a new document.
- Entering and editing text.
- Formatting text including using text effects, text alignment and using repeat facility.
- Checking spelling and grammar.
- Creating new folders, saving files with different names and format.
- Cut, copy and paste functions.
- Managing page numbers, headers and footers.
- Creating tables and entering details.
- Inserting and formatting text boxes, word art and images.

Delivered by Rotunda.

For more information contact: [ahutton@therotunda.org.uk](mailto:ahutton@therotunda.org.uk)

[mennis@therotunda.org.uk](mailto:mennis@therotunda.org.uk)



## Visual Basic Applications

Two-day course

### What is VBA?

Macros can automate just about any task – like generating customised charts and reports or tidying up data and improving data input using Forms. Aimed at experienced users of Microsoft Office, this course will look to transform your skills to an advanced level and learn how to confidentially create and edit Macros using VBA coding.

There are two options for this, one being Visual Basic Applications and the other being 'Visual Basics Applications and Power Query'.

If you only need Macros to tidy up data, you can choose a lower level of this course and offering a 1-day course on VBA and how to record and edit Macros and Forms and 1 day on Power Query.

### What is Power Query?

Excel users can spend up to 80 percent of their time on data preparation. Each week or daily people download data and then tidy it up. By using Power Query, you will learn how to seamlessly access data stored in various sources, connect them, and reshape the data in it to transform ready for analysis. Power Query will remember the steps you have used and allow you to reuse these without the need for VBA coding. Learn how to setup connections to various data sources Pre-process data by cleaning up data, adding columns, filtering, sorting, and changing orders Present the data in Excel or Export to Power BI.

Delivered by Square One.

For more information contact: [lisa.johnson@squareonetraining.com](mailto:lisa.johnson@squareonetraining.com)

[info@squareonetraining.com](mailto:info@squareonetraining.com)

## Hospitality Management

What's Included:

- 36 hours of leadership mastermind training.
- Assigned WOW coach, group workshops and 2 x one to one mentoring sessions.
- WOW leadership workbook and handouts.
- Fun team building exercises & gamified training.
- Access to WOW Club community.
- WOW leadership graduation and certification

Programme Objectives

Programme Modules (WOW stones)

1. Emotional Intelligence
2. Impact
3. Mindset
4. Organisation
5. Communication
6. Accountability

Delivered by Quantum Vantage

For more information contact: [toni@quantumvantage.co.uk](mailto:toni@quantumvantage.co.uk)

[Tracey@quantumvantage.co.uk](mailto:Tracey@quantumvantage.co.uk)



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Delivered by Innovative Alliance T/A Complete Skills Solutions.

For more information contact: [Joe.Thomas@completeskillssolutions.co.uk](mailto:Joe.Thomas@completeskillssolutions.co.uk)

### Leadership & Management – Staffing

Two optional courses available:

Option 1 – Leadership & Management (staffing) 3 days

#### Day1 – Introducing HR and Line Management

- Basics of employment law
- Managing people and professional development
- Action planning self-development
- Self-Analysis/ Self-reflection

#### Day 2 – Conduct V Capability

- Key principles of HR policies and procedures
- Discipline and Grievance



- Managing attendance
- Managing difficult conversations
- One to one's and appraisals
- Staff retention & Motivation

### Day 3 – Building Successful Teams

- Teamworking/ Team Building (Fact or fallacy)
- Team tree
- Managing individual and team performance successfully
- Coaching and motivation
- Self-Awareness and emotional intelligence
- Succession planning
- Leading Team meetings

### Option 2 – Leadership & Management (staffing) 2 days

#### Day 1 (AM) – High Performing Teams

- The theory of Motivation (Maslow, 1943) – what motivates us and why are we all motivated differently?
- Bringing your Whole Self to work
- What makes a great Performance Manager?
- Team Tree (Blob Tree, Pip Wilson) – how well do you know your team?
- Challenge v Support (Sandford, 1962)
- Managing the Team Meeting – both 'in-person' and remotely

#### Day 1 (PM) – Developing the Team

- Little and Often Conversations & Corridor Coaching
- The Big Picture: SMART (Doran, 1981) and FAST objectives that align to the overall strategic vision
- 70-20-10 model of learning & development
- Spotting the signs of under-performance – what's the difference between capability and conduct?
- Managing absence

#### Day 2 (AM) – Preparing to have the Difficult Conversation

- Challenging Conversations
- Unpacking the Suitcase
- Feedback Rules
- Setting out your stall (preparing your first 60 seconds)
- Practical application

#### Day 2 (PM) – Coaching for Success

- What is Coaching; defining what it is and what it is not
- Unconscious Competence Model (Martin M Broadwell, 1969)
- Identifying the skills of a great coach
- The GROW model (Sir John Whitmore, c1980s)
- Preparing to coach using high quality questions
- Introducing Blind Coaching as a way to demonstrate how powerful, the use of high quality questions can be
- Coaching Practice
- Self-reflection and action planning

Delivered by Three Dimensional Training.





For more information contact: [rachael.davies@3dtraining.uk.com](mailto:rachael.davies@3dtraining.uk.com)  
[gill.abbotts@3dtraining.uk.com](mailto:gill.abbotts@3dtraining.uk.com)

### **Mental Health – Stress & Resilience Management for a Positive Thinking Workplace**

Creating a Workplace Culture That Encourages Good Mental Health and Employee Wellbeing.

Benefits of the two-day Workshop:

- Enhanced productivity – Rather than becoming flustered or stressed by everything that we're confronted with, we can learn to compartmentalise different things that need to be done.
- More adaptive responses to stress – When encountering a difficult situation, rather than reacting instantly, we hit a mental pause button. We take a moment to view the situation objectively, which allows us to take that step back before coming up with a more rational solution to the perceived problem.
- Smoother organisational change – equips employees to better handle these changes by viewing them less as unmanageable threats, and more as challenges to be tackled head-on.

Delivered by Training Unlimited.

For more information contact: [jan@trainingunlimited.co.uk](mailto:jan@trainingunlimited.co.uk)

### **Soft Skills – Problem Solving**

Two-day course covering the following:

- Self-awareness
- Fact versus opinion
- Persuasive Communication
- Avoiding negative outcomes
- Delivered by Innovative Alliance T/A Complete Skills Solutions.

For more information contact: [Joe.Thomas@completeskillssolutions.co.uk](mailto:Joe.Thomas@completeskillssolutions.co.uk)

### **Leadership & Management (Theory & Skills)**

Four-day programme covering the following:

Day 1 – Leadership & Management Theory

- Understanding my leadership style and reflecting on my pre-course work
- Building the intelligent leader – emotional intelligence leadership
- Setting the vision and goals for me and my team
- John Adair Team, task & individuals' functional leadership and core leadership practices
- Time and priority management
- Using restorative practice as a communication and conflict handling tool
- Delegation
- How to build a culture of coaching as a leadership style GROW model
- Peer coaching practice using GROW
- Being mindful of my emotional wellbeing and building resilience





#### Day 2 – Communication & Coaching

- Communication across a range of platforms – verbal and non-verbal communication
- Communicating with impact
- Communicating and leading others through change – Kubler Ross change curve
- Providing robust and constructive feedback – SAID model
- Positioning challenging conversations – practice and peer coaching
- Using GROW as a coaching tool for individuals
- Presentation skills – preparing a presentation with impact

#### Day 3 – Motivating performance and boosting morale

- Peer presentations with practice feedback using SAID model
- Managing performance, the 8 performance levels matrix
- Strategies for boosting performance and enabling potential with every team member
- Managing talent and succession planning
- Recruitment best practice
- Common HR mistakes and how to avoid them
- HR case studies on common themes – judgement and problem solving
- Effective Team Member

#### Day 4 – Building High Performing Teams

- Managing high performing teams – face to face and virtual
- Managing team dynamics
- Building trust in teams
- Negotiating and influencing
- Decision making types / skills
- Conflict management – Thomas Kilman
- Using GROW as a coaching method for teams
- Peer coaching practice and action planning for the action learning sets

Delivered by UK Learning Network.

For more information contact: [angie@uklearningnetwork.com](mailto:angie@uklearningnetwork.com)

#### **Effective Team Member**

A series of 6 x 1 day Workshops to choose from:

##### 1. Emotional Intelligence (6 GLH)

- Understand what Emotional Intelligence [E.Q] is
- Recognise the different competencies within E.I
- Examine the relationship between I.Q and E.Q
- Self-evaluate your Emotional Intelligence using a questionnaire
- Develop EI using the Goleman 4 stage model
- Emotional hijacks and how to manage them at work
- Consolidate benefits of EI – organisations/teams/leaders/individuals
- Discuss how EI can be incorporated into everyday scenarios and conversations
- Action Planning

##### 2. Responding Positively to Change (6 GLH)

- Understand the different ways that people respond to change
- Recognise the emotions associated with change
- Recognise my reactions to change, in relation to the Change Curve



- Use the circle of influence to manage my reactions to change
  - Learn techniques to reduce stress and anxiety during the change process
  - Be aware of what support and advice is available to support you through change
  - Action Planning for future change
3. Effective Communication (6 GLH)
- Identify the factors that help and hinder workplace communication
  - Use effective questioning techniques to acquire information and build relationships
  - Pick up on hidden messages through nonverbal cues
  - Actively listen for feelings and behaviours as well as meaning
  - Recognise the different types of behaviour in yourself and others
  - Explain barriers and filters in communication and how to overcome them
  - Identify different communication styles in action and flex your style to influence others
  - Reflect on how you want to be perceived by others and work on presenting a positive image
4. Interpersonal Skills (6 GLH)
- Develop the confidence to handle a wide range of difficult and demanding situations more effectively.
  - Analyse their own interpersonal communication style.
  - Gain confidence in handling conflict, criticism and other challenging situations.
  - Deal with different behaviour ranging from aggressive to submissive.
  - Learn to manage change through effective interpersonal communication.
  - Develop the skills to negotiate and influence with confidence.
  - Develop a broader range of interpersonal communication techniques to use in a variety of settings.
5. My Assertive Self (6 GLH)
- Explain the characteristics of assertiveness and the positive role assertiveness plays in the workplace
  - Recognise the fight or flight response and how to control your instinctive reactions
  - Practise assertive body language and active listening skills
  - Use assertiveness techniques to defuse aggression and regain control of a situation
  - Choose an appropriate response to requests made of your time and say 'no' positively and confidently
  - Make assertive requests of others that are likely to be met with a positive response
  - Implement a plan to deal with others more assertively
6. Working as part of a team (6 GLH)
- Define what good collaboration looks like and why it is important in my team
  - Understanding my team role and the role of others – Belbin
  - Describe the barriers to collaboration and how to overcome them
  - Describe how to foster collaboration within and across teams
  - Implement a plan to improve personal efforts at collaboration
  - Learners can attend any of the sessions and will be subject to demand. Delivery will be online via Teams/Zoom.

Delivered by UK Learning Network.

For more information contact: [angie@uklearningnetwork.com](mailto:angie@uklearningnetwork.com)



## Business Skills – Marketing

2-day course covering the following;

### Day 1 (AM) – The Importance of a Marketing Strategy

- To distinguish the difference between a Marketing Plan, a Marketing Strategy and Marketing Tactics.
- To understand the importance of research before writing your strategy.
- To be aware of the 5 Ps of Marketing.
- To appreciate the top 9 strategy tools available to you.
- Understanding a potential strategy that could work for you – the common elements.
- Understanding the costs

### Day 1 (PM) – Social Media Marketing

- Why use social media for business?
- Group Discussion to discover everyone's experience of social media to date.
- Understanding the choices available.
- Social media goal setting.
- Understanding your target market and how to reach them.
- LinkedIn
- A deep dive into LinkedIn.
- Profile relevancy and attractiveness to your target market.
- The 'free' advertising opportunities available and how this has been a game changer for some clients.
- The recent changes to LinkedIn and how to take advantage of them.
- The Company Page and building your relevant connection base.
- Generating engagement with great content.

### Day 2 (AM) – Social Media Marketing Continued

- Facebook and Instagram.
- Similarities, differences and how to use them both for your business.
- Setting up your Facebook and Instagram business pages to ensure client / customer relevancy
- Best practices
- Developing content curation skills
- Learning from Facebook and Instagram Insights
- Twitter
- Are you set up for 2022?
- Recent twitter changes to help grow your business.
- What, when and how often to tweet.
- Scheduling
- Twitter hours
- YouTube
- Examining its position in the digital marketing world
- How YouTube can help develop business growth
- Setting up a YouTube account
- Setting up and customising your YouTube channel
- YouTube best practices
- Generating followers
- Social media recap & review



### Day 2 (PM) – Digital Marketing

- Industry definition of Digital Marketing
- Review the versatility and accuracy of this form of marketing
- Examine the potential complexity and how to avoid some common digital pitfalls
- Discuss cost effectiveness and the importance of budgeting
- Review performance measurability against KPIs and examine some digital analytics tools
- Some free digital tools to consider

Delivered by Three Dimensional Training.

For more information contact: [rachael.davies@3dtraining.uk.com](mailto:rachael.davies@3dtraining.uk.com)

[gill.abbotts@3dtraining.uk.com](mailto:gill.abbotts@3dtraining.uk.com)

### Business Fundamentals – Finance & Planning

#### Day 1 – Business Acumen.

- Definition of business acumen and why it is important
- Definition and meaning of strategic thinking – accounting for tactical and operational effectiveness
- Fundamentals that drive results -people, processes, technology
- Setting goals and objectives- using SMART tool
- Planning and organising techniques – SWOT/ PESTLE analysis
- Financial planning and what it entails – how to access support
- Basic components of the profit and loss statement
- Identify costs and relationship to business sustainability
- Gain an understanding of break even analysis
- Managing budgets and conducting cost benefit analysis

#### Day 2 – Planning and Organising for Operational Effectiveness

- Policies and procedures that need to be in place – legalities, insurances, accreditations, regulatory requirements
- Health and safety compliance and training requirements – ensuring a safe place for employees to work and working conditions, identifying mandatory expectations and best practice approach in health safety and the environment.
- Communication and employee engagement effectiveness. How to plan for informing, involving and recognising staff and maintaining a motivated workforce to allow for high moral and productivity.
- Code of ethics – recognise where ethical issues arise in the workplace, how we deal with staff concerns and customer complaints. Managing conflict of interest and acting with integrity.

Delivered by Health & Safety Matters.

For more information contact: [zita@healthandsafetymatters.co.uk](mailto:zita@healthandsafetymatters.co.uk)

### Hospitality – Visitor Tour Guide

- 2-day workshop including a combination of WorldHost Principles of Customer Service and WorldHost Inclusive Service, to achieve the following learning outcomes;
- Explain the benefits of providing excellent customer service
- Identifying customers' needs and managing expectations



**European Union**  
European  
Social Fund

- The importance of making a great first impression
- Applying customer service within your role
- Communication & Listening skills
- Dealing with problems constructively
- Leaving a lasting impression
- Recognise unique customer requirements for an inclusive service culture
- Describe techniques to support unique customer requirements
- Support inclusive practice within their working culture
- Identify how to make their service accessible
- Supporting the visitor in making the most of the history & culture of Liverpool City Region

Delivered by The Workforce Development Trust Ltd.

For more information contact: [Andrew.Doyle@people1st.co.uk](mailto:Andrew.Doyle@people1st.co.uk)

[BidManagement@wdtrust.org.uk](mailto:BidManagement@wdtrust.org.uk)

### **Hospitality – Events Management**

WOW Events Management Programme – 21 GLH

Four modules designed to help master the core fundamentals to deliver a WOW Event and stand out from the crowd.

- Module 1 – Create
- Module 2 – Plan
- Module 3 – Manage
- Module 4 – Grow

#### Create

- The new era of event management
- Event Management 101
- Event aims and objectives
- Client expectations – understanding the brief
- Budgeting and venue requirements
- How to follow up
- How to close a deal

#### Plan

- Event design stage 1
- Design your event journey
- Marketing strategy
- Plan like a pro by working backwards
- The importance of lead times and project management
- Event logistics, key roles and responsibilities
- Event briefs and checklists

#### Manage

- How to manage an event
- Floor presence and first impression
- Management v leadership
- Team roles and responsibilities
- How to give a structured team briefing
- Environment awareness and redirects



## Grow

- Hospitality bootcamp 101
- Why the small details matter the most
- Event themes, moods and entertainment
- Event design stage 2 – Turning transactions into memorable moments
- Data driven customer experiences
- Creating the unexpected

Delivered by Quantum Vantage.

For more information contact: [toni@quantumvantage.co.uk](mailto:toni@quantumvantage.co.uk)

[Tracey@quantumvantage.co.uk](mailto:Tracey@quantumvantage.co.uk)

## Hospitality – Marketing

2-day course covering the following;

- Developing your mission, vision and purpose and how to share that with your team and customers.
- Identifying your 'dream', your 'cream' and your 'bread and butter' customers.
- The importance of consistency in brand creation.
- Why authenticity, integrity and intent are at the heart of all marketing
- Why storytelling sells
- Generating and curating engaging content for all platforms
- Repurposing content
- Communicating in a crisis
- Auditing your existing marketing plan
- Why Google My Business is important and how to use it properly
- Why UX/UI is important on your website
- What is SEO and why it's so important
- What is PPC and should you use it
- The course will give learners the knowledge, tools and skills to understand their unique position in the sector, how to use
- storytelling to their advantage, grow brand awareness, embrace different marketing platforms to reach different demographics
- and generate content that will engage their audience and drive revenue.

Delivered by Training Unlimited.

For more information contact: [jan@trainingunlimited.co.uk](mailto:jan@trainingunlimited.co.uk)

## Hospitality – Digital Sales Platform

2-day course covering the following;

- What platforms you can advertise on and what you need to do to get going.
- The pyramid of advertising campaigns. The top (objective), the middle (targeting) and the bottom (the creatives).
- You've set up ads... they're running...how do you know if they're performing? Let's talk about tracking.
- Good campaign structure – sometimes simple is better.
- The creatives. How do you do it? What do you write? What do you do?
- The offer – In the words of Vito Corleone "I'm Going To Make Him An Offer He Can't Refuse".



- Knowing your own numbers – customer lifetime value. Average order value. If you don't know your numbers then it's time to learn them.
- Let the numbers guide you, don't you guide the numbers. The metrics you need to obsess over.
- Test, test and test again. Good things don't last forever.
- This course will give learners an introductory understanding of how to use online digital advertising platforms to find their dream customers, bring in revenue and give their business a new acquisition strategy through paid media. Learning good campaign structure, tips and how to track their performance effectively.

Delivered by Training Unlimited.

For more information contact: [jan@trainingunlimited.co.uk](mailto:jan@trainingunlimited.co.uk)

### **Successful sales techniques**

One day course (6 Guided Learning Hours) which covers the following:

ASK model – Developing the right Habits & Results

We are creatures of habit. Success in sales requires the right habits to be developed.

Knowing what to do (Knowledge) how to do it (Skills) having the drive to do it (Attitude)

1. Psychology of Sales & Marketing – Understanding the importance of creating demand for products and services through effective marketing using the 4Ps model and how this translates to creating interest and action by the consumer using AIDA.
  2. Developing the Right MINDSET – Our thinking affects our attitude which impacts our behaviour. How we behave determines what we actually do and this determines the results we achieve. Mindset is the key to high performance.
  3. PERFORM – 7 Steps to Selling Success – Developing a structured approach to sales meetings: Planning & preparation, Evaluation, Review needs, Find solutions, Overcome objections, Re-confirm the benefits, Move to agreement.
  4. Selling Skills & Techniques – Listening & Questioning, Presenting, Handling Objections, Negotiation, Closing the Sale.
- Highly interactive sessions helping individuals develop key skills needed to influence and persuade.
5. Communication & Influence – Effective communication and understanding influencing styles allows the individual to flex their approach and build rapport.
  6. Selling on Value – Learning to communicate the true value of your solution helps to differentiate from the competition.
  7. Sharpening your Axe – Analysing Performance – Raising self awareness to analyse your performance is key to continuous improvement. Simple techniques are used to ensure ongoing personal development.

Delivered by Health & Safety Matters.

For more information contact: [zita@healthandsafetymatters.co.uk](mailto:zita@healthandsafetymatters.co.uk)





## Supporting Vulnerable People

1 or 2 days in length

This course is aimed at anyone seeking to improve their knowledge and awareness of issues affecting vulnerable people in the Liverpool City Region. On this short programme you will have the opportunity to develop your understanding of the following issues.

The knowledge individuals will gain is not sector-specific but can be applied to a broad range of personal and professional situations. Individuals who may find this course useful to their professional life include Teaching staff, mental health workers, support workers, individuals in a safeguarding role, housing staff, or parents and guardians.

- Suicide Awareness
- Hoarding
- Homelessness
- Addiction relapse prevention
- Building resilience

Delivered by Three Dimensional Training.

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## An Introduction to Customer Services

1 day in length

It is important that people see everyone as their customer, both within the business and externally, that they are able to 'put themselves in the shoes of the customer', recognise customer touchpoints and be able to identify what's working and what needs to improve. This Customer Excellence programme would encourage managers and colleagues in all roles, to work together to challenge each other so that local LCRCA employers can rise above its competitors, maintain existing client relationships and grow and nurture repeat and new business.

It is recommended that Customer Excellence training is delivered through a one-day workshop that is open to all managers and colleagues at every level within the business, that covers the fundamentals of customer service and encourages people to focus on the following:-

- Understanding who their customers are
- Identifying customer demands and expectations
- Being honest about current levels of service provided and identifying opportunities for improvement
- Knowing when a conversation is likely to turn into a complaint
- Having meaningful two-way conversations with customers to establish facts and reach mutually agreeable resolutions
- Recognising which organisations provide great customer service – what can we learn from them?
- Understanding the part everyone can play in putting the customer first
- In addition, attendees will be encouraged to explore their organisational core values and the behaviours which fall out of the
- core values can be used to form a Customer Excellence Charter to ensure that all participants go away knowing how they can play their part in:-
- Keeping their promises



- Working in partnership
- Being innovative and creative
- Treating everyone with respect

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