

## Course Outlines - ONE DAY WORKSHOP

Cost £25 per person per workshop

ALL are FULL DAY Workshops (Running 10am to 4.15pm)



STRATEGY  
TO SUCCEED  
...two heads being  
better than one

### Programme 5. Managing Poor Performance & Conflict

Specifically aimed at dealing with underperformance and poor attitude/behaviours of individuals. Conflict often arises as a result of these not being challenged and/or being poorly managed and it is essential that such matters are dealt with immediately before matters get out of hand. This workshop will also cover the scope of undertaking Grievance and Disciplinary processes, considering the legal implications and the need to provide documented evidence of both.

- *Causes of Underperformance – Conduct & Competence*
- *How to Manage Poor Performance at an Individual and Team Level*
- *Conflict Management – Control vs. Resolution*
- *Developing Assertiveness & Assertive Techniques*
- *Dealing with Grievance and Disciplinary Hearings*

### Programme 6. Managing Sales and Customer Relationships

This workshop aims to provide management with a 5 step process to building effective working relationships with clients, so that business can be nurtured and secured on the basis of understanding customer need, rather than “wants”. This programme will help managers view their current approach to sales, the relationships they aim to build with their customers and the areas of improvement that would make all the difference to securing more business in the future.

- Identifying a Clear Customer Base
- Establishing Needs vs. Wants of Clients
- Introducing Our 5 Step Process to Effective Sales Relationships
- Listening Skills and the Importance of Diagnosing Need – Features & Benefits
- Proposing Solutions
- Closing the Deal
- Follow-up and After-sales



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