

LEARNING SYNERGY

**MANAGEMENT CONSULTING THAT BRINGS
SYNERGY TO LEARNING**

Consulting Services and Training

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Learning Synergy

Management Consulting That Brings Synergy to Learning Programs

Overview

Learning Synergy is the brand for management consulting and training services. Our international management expertise brings synergy to learning programs.

We are one-stop shop for our clients when faced with challenges such as:

- Maximizing return from activities at the point of sale;
- Customizing a training program for sales team;
- Managing a team of trainers and learning in the organization; and
- Project management for international training.

We can offer solutions in our two areas of expertise:

1. Management of learning: we create synergy for training teams and for training projects, at home and overseas.
2. Sales effectiveness: we create synergy for the teams working directly with customers in the marketplace.

Every challenge for our customers is a project for us; some challenges are new, some are well known. Our project management approach has four steps that are simple and effective:

1. LISTEN

We meet and listen when you tell us about your projects, objectives, challenges, and types of solutions you want.

2. INTERACT

We work and interact with your teams and their managers. We interact with and listen to your customers.

3. LEARN

We learn your way of doing things; when we can do something, we then offer you the opportunity to learn from us.

4. SYNERGY

Sometimes we are not listened to... but if you do want to listen, then we are ready to work with you and create that synergy when implementing best solutions!

Vision

We create synergy by bringing our international management expertise to a client's learning programs.

Mission

We are an international management consulting firm that creates synergy in knowledge and skills to training and consulting projects for our clients.

We focus on management of learning and sales effectiveness.

Consulting Services

We provide sales and business development consulting services to organisations with particular and unique needs.

Consulting activities consist of group workshops, one to one sessions, personal coaching, on the job training, business retreats. Upon completion of a consulting contract we deliver a range of reports such as: a business and marketing plan, sales organisational chart and sizing, job description(s) and performance standards, and 360 comprehensive sales diagnostic.

Functional business areas we touch through our consulting work include:

- Management of learning in three ways:
 1. selection, recruitment and coaching trainers
 2. administration of training activities
 3. project management for learning programs

- Sales effectiveness on three levels:
 1. assess business needs; sales strategy and management
 2. design sales organization solutions
 3. sales execution, including sales training

Training Programs

Training courses and programs include a range of specific learning activities:

- Case studies and exercises that need to be solved as a group: This activity aims to illustrate the importance of working as a team and solving real life situations.

- Role-play sessions: This interactive activity develops both professional and life skills such as how to recognize the best response in real life case studies.

- Prepare and present individual projects: This exercise will aid confidence and develop the skills needed to prepare and conduct a professional presentation.

We also use a range of materials to train our learners, videos and webinars to name a few. These support the lectures and act as another source of information from which participants can learn. At the end of training courses we award trainees with a Certificate of Successful Completion.

Training Expertise

We focus on job roles and required areas of expertise for those who are at the front of the organization and interact on a daily basis with customers in the marketplace.

Sales Effectiveness

1. Balanced customer portfolio
2. Activity and sales territory action plans
3. Top customers action plan
4. Steps of customer visits

Team Management

1. Recruit your team
2. Coaching and on-the-job training
3. Leading through change and teambuilding
4. Performance assessment

Effective Negotiator & Salesmanship

1. Selling techniques
2. Handling difficult customers
3. Negotiation principles and techniques
4. Customer service skills

Trade Marketing Principles

1. Marketing and public relations
2. Merchandising, space management and promotions at POP
3. Sizing sales force and territory management
4. Key accounts and customer relationship management

Personal Effectiveness

1. Project management principles
2. Time management
3. Impactful business presentations

Customer Centered Customer Service Skills

1. Customer service skills
2. Internal customers
3. Selling techniques
4. Negotiation principles and techniques

Coaching and Training Effectiveness (Train the Trainer)

1. Training needs analysis
2. Train the trainer
3. Learning management systems
4. Presentation skills

Courses can be customized to address client needs, and can be grouped into professional development training programs. Below is a list of courses available with respective descriptions offered in following pages.

1. Balanced Customer Portfolio
2. Activity and Sales Territory Action Plan
3. Top Customers Action Plan
4. Steps of Customer Visits
5. Recruit Your Team
6. Coaching and On the Job Training
7. Leadership Through Teambuilding
8. Leading Through Change
9. Performance Assessment
10. Selling Techniques
11. Handling Difficult Customers
12. Negotiation Principles and Techniques
13. Customer Service Skills
14. Marketing and Public Relations
15. Sizing Salesforce and Territory Management
16. Merchandising, Space Management and Promotions at POP
17. Key Accounts and Customer Relationship Management
18. Project Management Principles
19. Time Management
20. Impactful Business Presentations
21. Training Needs Analysis
22. Train the Trainer

Sales Effectiveness

PROGRAM NAME:	SALES EFFECTIVENESS
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The certificate program uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants in applying core sales planning and selling skills to manage their territory and customers. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within organization. • Manage customers according to importance based on sales volume and business potential. • Plan visits to customers and to other parties and individuals who can assist to develop business in the territory. • Decide priorities in the sales territory and for top customers in the portfolio • Manage effectively the time spent during customer visits. • Become more organized and thereby more professional in their approach to customers. • Practice the skills and modify behavior through exercises and role-plays. <p>Courses During this program participants will complete the following courses:</p> <ol style="list-style-type: none"> 1. Balanced customer portfolio 2. Activity and sales territory action plans 3. Top customers action plan 4. Steps of customer visits <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Pool of customer visits • Customer assessment • Sales territory and top customers plans • Activity plan • Visit planning, execution and reporting
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	24 contact hours; each course is covered in 6 contact hours
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Team Management

PROGRAM NAME:	TEAM MANAGEMENT
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The certificate program uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants in applying leadership and managerial skills and principles to manage their teams. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within organization. • Manage effectively the team activities (e.g. recruitment, motivation). • Become more organized and thereby more professional in their approach to subordinates. • Practice the skills and modify behavior through exercises and role-plays. <p>Courses During this program participants will complete the following courses:</p> <ol style="list-style-type: none"> 1. Recruit your team 2. Coaching and on the job training 3. Leading through change and teambuilding 4. Performance assessment <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Recruitment and selection • Training • Leadership • Change management • Managing and appraising performance
WHO SHOULD ATTEND:	Executives and managers whose job roles include, but are not limited to: recruitment, selection and hiring, training and development, leading and motivating, and managing performances of their teams.
DURATION:	24 contact hours; each course is covered in 6 contact hours
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Effective Negotiator and Salesmanship

PROGRAM NAME:	EFFECTIVE NEGOTIATOR AND SALESMANSHIP
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The certificate program uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants in applying selling and negotiation principles and techniques. They can become more organized and thereby more professional in their approach to customers and internal clients. Role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within organization. • Present product/service benefits, advantages and characteristics to a range of customers. • Sell to various types of customers and apply advanced closing techniques. • Build and use an account plan for managing complex sales processes. • Apply four principles and the relevant techniques for negotiating. • Practice the skills and modify behavior through exercises and role-plays. <p>Courses During this program participants will complete the following courses:</p> <ol style="list-style-type: none"> 1. Selling techniques 2. Handling difficult customers 3. Negotiation principles and techniques 4. Customer service skills <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Business analysis and account plan • 4 types of difficult customers • The 5 steps of the call to customers • Questioning techniques • Selling benefits • Handling objections • Closing techniques
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	30 contact hours; each course is covered in 7-8 hours
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Trade Marketing Principles

PROGRAM NAME:	TRADE MARKETING PRINCIPLES
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The certificate program uses a combination of lectures, presentations, case studies and experiential exercises to assist participants in applying a structured approach to organise sales and marketing activities in the field.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within organization. • Discuss and explain the main principles of Trade Marketing and Logistics. • Explain the role, mechanism and type of promotional activities. • Present benefits, advantages, and features for own products/services. • Secure optimal positioning for own products and point of sale materials. • Become more organized and thereby more professional in their approach to managing their customers in a defined geographical territory. • Practice the skills and modify behavior through exercises and role-plays. <p>Courses During this program participants will complete the following courses:</p> <ol style="list-style-type: none"> 1. Marketing and public relations 2. Merchandising, space management and promotions at POP 3. Sizing sales force and territory management 4. Key accounts and customer relationship management <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Calculate Safety Stock, Re-order Level and Quantity • Apply 3 techniques for sizing the sales force • Categories for outlets in the retail and wholesale market • Territory coverage, routing • Shelf space management • Point of sale materials - Creativity Not Money!
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	24 contact hours; each course is covered in 6 contact hours
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Personal Effectiveness

PROGRAM NAME:	PERSONAL EFFECTIVENESS
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The certificate program uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants in developing their own skills. They will become more organized and thereby more professional in their approach to customers and internal clients. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within organization. • Lead a project throughout the Project Life Cycle. • Capture and comprehend vast amounts of relevant information. • Communicate ideas and concepts easily and quickly. • Structure and prepare an impactful presentation. • Practice the skills and modify behavior through exercises and role-plays. <p>Courses During this program participants will complete the following courses:</p> <ol style="list-style-type: none"> 1. Project management principles 2. Time management 3. Impactful business presentations <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Planning & scheduling the project phases and the project life cycle • Stakeholder management • Mind Maps – the ultimate creative and strategic thinking process • Planning and setting SMART objectives • The FOUR steps of the presentation
WHO SHOULD ATTEND:	All job roles and positions at all levels
DURATION:	24 contact hours; each course is covered in 7-8 contact hours
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Customer Centered Service Delivery

PROGRAM NAME:	CUSTOMER CENTERED SERVICE DELIVERY
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The program uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants to the practice of customer service. Employees should adopt a very positive attitude towards providing superior customer service.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Employees, in their different roles, will become more organized and thereby more effective in their professional approach to customers. They will acknowledge their individual role as front line service providers as being vital to building the reputation and image of the organisation, and thereby realise the benefits of a customer-centered approach.</p> <p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Change behaviour in order to heighten personal awareness of customer service issues. • Devise an action plan to improve own ability to satisfy demanding customers and requests from colleagues. • Recognize and handle difficult customers and apply advanced closing techniques with these. • Apply four principles and the relevant techniques for negotiating. • Practice the skills and modify behavior through exercises and role-plays <p>Courses During this certificate participants will cover the following courses:</p> <ol style="list-style-type: none"> 1. Customer service skills 2. Internal customers 3. Selling techniques 4. Negotiation principles and techniques <p>Competencies developed:</p> <ul style="list-style-type: none"> • Customer service • Selling and negotiation • Organizational awareness
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	24 contact hours; each course is covered in 6 contact hours
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Coaching and Training Effectiveness

PROGRAM NAME:	COACHING AND TRAINING EFFECTIVENESS
PROGRAM FEE:	15,000 AED
FORMAT & DELIVERABLES:	<p>The certificate program uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants in applying learning theory to the practice of teaching adult learners.</p> <p>Upon successful completion of all courses in the program, participants receive a Certificate for Successful Completion.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Describe the “training cycle.” • Complete a training needs analysis and forecast likely future training needs. • Analyze each trainee’s learning style using Learning Styles Questionnaire. • Use a variety of assessment and self-assessment techniques such as questionnaires, manager’s reports, observation record sheets, competence-based training records, and so on. • Organize and conduct classroom and on-the-job training. • Prepare an organizational Training Plan and evaluate training programs. <p>Courses During this program participants will complete the following courses:</p> <ol style="list-style-type: none"> 1. Training needs analysis 2. Train the trainer 3. Learning management systems 4. Impactful business presentations <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Training & coaching, use of own expertise • Organizational awareness • Interpersonal understanding • Managing and appraising performance • Communication, oral and written • Developing others
WHO SHOULD ATTEND:	Training managers, team supervisors and HR professionals
DURATION:	24 contact hours; each course is covered in 6 contact hours
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Balanced Customer Portfolio

COURSE NAME:	BALANCED CUSTOMER PORTFOLIO
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises) with practice conducted through group and individual work on existing customer portfolios. Discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Sales Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within organization. • Plan the number of visits conducted to customers and to other parties and individuals who can assist in developing business in the sales territory. • Manage customers according to importance based on sales volume and business potential. • Become more organized and thereby more professional in their approach to customers. <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Pool of customer visits • Types of visits • Assessment of customers and prospects • Activity plan • Customer management
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers, key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)7 2075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Activity and Sales Territory Action Plan

COURSE NAME:	ACTIVITY AND SALES TERRITORY ACTION PLAN
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises) with practice conducted through group and individual work on existing sales territory and customer portfolio. Discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Sales Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Plan visits to customers and to other parties and individuals who can assist in developing business in the territory. • Decide priorities in the sales territory and for customers in the portfolio. • Become more organized and thereby more professional in their approach to customers. <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Pool of customer visits • Activity plan • Key actions, objectives, deliverables and resources • Five priorities sales plan
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)7 2075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Top Customers Action Plan

COURSE NAME:	TOP CUSTOMERS ACTION PLAN
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises) with practice conducted through group and individual work on existing customer portfolios. Discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Sales Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Manage customers according to importance based on sales volume and business potential. • Decide priorities in the sales territory and for top customers in the portfolio. • Manage effectively the time spent during customer visits. • Become more organized and thereby more professional in their approach to customers. <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Customer assessment • Key actions, objectives, deliverables and resources • Top 5 customers action plan
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)7 2075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Steps of Customer Visits

COURSE NAME:	STEPS OF CUSTOMER VISITS
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises) with practice conducted through role-plays. Discussions and role play sessions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Sales Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Plan visits to customers and to other parties and individuals who can assist in developing business in the territory. • Manage effectively the time spent during customer visits. • Become more organized and thereby more professional in their approach to customers. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics Some of the topics covered include:</p> <ul style="list-style-type: none"> • Value to customers and value to the firm • Product presentation • Steps for effective visit planning, execution and reporting
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)7 2075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Recruit Your Team

COURSE NAME:	RECRUIT YOUR TEAM
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom-training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Team Management training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify key result areas in employment, recruitment, selection, and placement processes and an array of related issues. • Define the knowledge, skills, abilities, and other characteristics required to perform various jobs and job tasks. • Prepare and conduct effective recruitment interviews and use various selection tests or instruments. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Job purpose; key result areas, job description, performance standards. • The steps of the recruitment and selection process. • Plan and prepare the interview. • Create the candidate profile. • The selection interview. • Questioning techniques. • Communication; body language. • The impact of social networking on recruitment. • Define staffing planning process including costs and budget requirements. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Recruitment & selection • Organizational awareness • Interpersonal understanding
WHO SHOULD ATTEND:	<p>Team supervisors, business unit managers, HR/Recruitment professionals</p> <p>Sales managers whose job roles include, but are not limited to: recruitment, selection and hiring, training and development, leading and motivating, and managing performances of their sales teams.</p>
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Coaching and On The Job Training

COURSE NAME:	COACHING AND ON THE JOB TRAINING
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Team Management training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Explain the importance of training activities for company objectives and individual development. • Explain the role of the team manager in the development of subordinates. • Establish the coaching needs of the individual. • Turn specific training needs into coaching objectives. • Plan and conduct effective on-the-job training sessions in the field. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • The role of the manager, key result areas, managerial cycle. • Coaching and the manager as a coach. • Performance standards for field work. • Training needs analysis and setting SMART coaching objectives. • Coaching behavior. • The steps of the on-the-job (OJT) session. • Handling difficult subordinates. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Training & coaching; use of own expertise • Developing others • Influencing & motivation • Teamwork and cooperation
WHO SHOULD ATTEND:	Team supervisors, business unit managers and trainers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Leadership Through Teambuilding

COURSE NAME:	LEADERSHIP THROUGH TEAMBUILDING
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Team Management training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Manage effectively all team activities (e.g. team projects, group meetings). • Become more organized and thereby more professional in their approach to subordinates. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • The role of the manager, key result areas, managerial cycle. • Leadership styles. • Team building and motivation; team meetings and projects. • Use personality assessment tool for building and managing teams. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Team management • Leadership & motivation • Developing others • Interpersonal understanding • Teamwork and cooperation • Influencing & counseling
WHO SHOULD ATTEND:	<p>Team supervisors, business unit managers and trainers</p> <p>Sales managers whose job roles include, but are not limited to: recruitment, selection and hiring, training and development, leading and motivating, and managing performances of their sales teams.</p>
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Leading Through Change

COURSE NAME:	LEADING THROUGH CHANGE
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Team Management training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Identify and practice the principles of leadership. • Manage effectively the team activities (e.g. team projects, group meetings). • Become more organized and thereby more professional in their approach to subordinates. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • The role of the manager, key result areas, managerial cycle. • Leadership styles. • Succession planning. • Training & development plans. • Leadership, delegation and motivation. • Use personality assessment tool for selecting the leadership style. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Team management • Development of employees • Leadership & motivation • Influencing & counseling
WHO SHOULD ATTEND:	<p>Team supervisors, business unit managers, trainers</p> <p>Sales managers whose job roles include, but are not limited to: recruitment, selection and hiring, training and development, leading and motivating, and managing performances of their sales teams.</p>
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Performance Assessment

COURSE NAME:	PERFORMANCE ASSESSMENT
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Team Management training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Carry out audits and establish control of field activities. • Set the structure and organize the evaluation interview. • Use personality assessment tool for coaching and motivating during the evaluation. • Become more organized and thereby more professional in their approach to subordinates. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • The role of the manager, key result areas, managerial cycle. • Field work; coaching and audits. • Administration. • The performance evaluation interview; benefits for both participants. • The steps of the interview. • Problems in perception of performance. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Team management • Leadership & motivation • Influencing & counseling • Development of employees
WHO SHOULD ATTEND:	<p>Team supervisors, business unit managers, trainers</p> <p>Sales managers whose job roles include, but are not limited to: recruitment, selection and hiring, training and development, leading and motivating, and managing performances of their sales teams.</p>
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)7 2075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Negotiation Principles and Techniques

COURSE NAME:	NEGOTIATION PRINCIPLES AND TECHNIQUES
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Video taped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Effective Negotiator & Salesmanship training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Refresh knowledge about the selling process. • Plan sales in depth and research the likely needs of the customers and their organization. • Recognize the moment for the transition to negotiation from selling. • Apply four principles and the relevant techniques for negotiating. • Become more organized and thereby more professional in their approach to customers. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Review the selling process, the difference between selling and negotiation. • Negotiations: definition and process. • Planning and preparation. • The four principles of negotiating. • Communication; body language. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Negotiation • Communication • Organizational awareness • Conceptual thinking • Self-confidence
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Handling Difficult Customers

COURSE NAME:	HANDLING DIFFICULT CUSTOMERS
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom-training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Effective Negotiator & Salesmanship training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Refresh knowledge about the selling process. • Recognize and handle difficult customers. • Apply advanced closing techniques. • Become more organized and thereby more professional in their approach to customers. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Understanding the customer. • Review of the sales process. • 4 types of difficult customers. • Advanced closing techniques. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Selling • Communication • Analytical thinking • Conceptual thinking • Initiative
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Selling Techniques

COURSE NAME:	SELLING TECHNIQUES
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Effective Negotiator & Salesmanship training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Build or refresh knowledge about the selling process. • Present product/service benefits, advantages and characteristics. • Become organized and thereby professional in their approach to customers. • Practice the skills and modify behavior through exercises and role-plays. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Job purpose; key result areas, job description, performance standards. • Understanding the customer and consumer, and their differences. • Planning & preparation. • The 5 steps of the call to customers. • Questioning techniques. • Selling benefits. • Handling objections. • Closing techniques. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Selling • Self-confidence • Initiative • Customer service orientation
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Customer Service Skills

COURSE NAME:	CUSTOMERSERVICE SKILLS
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>This course uses a combination of lectures, presentations, role-plays, case studies and experiential exercises to assist participants to the practice of customer service.</p> <p>The course counts towards the Effective Negotiator & Salesmanship and the Customer-Centered Service Delivery training programs.</p>
SHORT DESCRIPTION:	<p>Employees, in their different roles, should adopt a positive attitude towards providing superior customer service. During the course, they will acknowledge their individual role as front line service providers as being vital to building the reputation and image of the organisation, and thereby realise the benefits of a customer-centered approach.</p> <p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Realise the benefits of a customer-centered approach and adopt a positive attitude about providing superior customer service. • Change behaviour in order to heighten personal awareness of customer service issues. • Become more organized and thereby more professional in their approach to customers. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Behaviours that help and/or hinder every transaction • The PERFECT acronym to guide behaviour and improve ability to deal with four particular types of demanding individuals • Internal customers and good internal customer service <p>Competencies developed:</p> <ul style="list-style-type: none"> • Customer service • Organizational awareness • Interpersonal communication, oral and written
WHO SHOULD ATTEND:	Sales representatives, customer service representatives, client relations specialists, sales managers and key account managers
DURATION:	12-15 contact hours, two days intensive
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Key Accounts and Customer Relationship Management

COURSE NAME:	KEY ACCOUNTS & CUSTOMER RELATIONSHIP MANAGEMENT
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines several classroom training methods, including presentations, brainstorming, exercises, and training videos.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Trade Marketing Principles training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Refresh their knowledge about the selling & negotiation process. • Discuss and explain the main principles of Trade Marketing and Logistics. • Calculate Safety Stock, Re-order Level and Quantity. • Apply 3 techniques for sizing the sales force. • Create efficient and effective daily routes for territory coverage. • Prepare and use account plans, including financial ratios. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Review the selling and negotiation process • Trade marketing principles • Logistics; definition, overview • Distribution models • Stock management; cost, optimal stock and re-ordering level & quantity • Sizing the sales force • Territory management-routing • Financial background • Account plan <p>Competencies developed:</p> <ul style="list-style-type: none"> • Planning & preparation • Strategic selling • Organizational awareness • Financial • Analytical thinking
WHO SHOULD ATTEND:	Key account executives and middle level managers in marketing & sales
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Sizing Salesforce and Territory Management

COURSE NAME:	SIZING SALES FORCE AND TERRITORY MANAGEMENT
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines several classroom training methods, including presentations, brainstorming, exercises, and training videos.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Trade Marketing Principles training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Suggest categories for outlets in the retail and wholesale market. • Plan regular coverage of a geographical territory and of major outlets. • Size the sales force for effective market coverage. • Apply basic principles to design a market information system. • Become more organized and thereby more professional in their approach to managing their customers in a defined geographical territory. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Retails and wholesale census • Outlet categorization • Territory coverage, routing • Sizing the sales force • Market information systems <p>Competencies developed:</p> <ul style="list-style-type: none"> • Planning & preparation • Strategic selling • Organizational awareness • Financial • Analytical thinking
WHO SHOULD ATTEND:	Sales and marketing managers, and key account executives
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Marketing and Public Relations

COURSE NAME:	MARKETING AND PUBLIC RELATIONS
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods such as presentations, brainstorming and exercises.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Trade Marketing Principles training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Present and list the 4 elements of the Marketing Mix. • Explain the role, mechanism and types of promotional activities. • Present benefits, advantages and features for own products/services. • Describe consumer profiles for own and competitive brands. • Define the principles of Logistics and Distribution. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Review job purpose and role within the organization • The 4 elements of the Marketing Mix • Product & service: presentation, pricing, life cycle • Logistics: overview • Distribution: overview and models • Promotional activities <p>Competencies developed:</p> <ul style="list-style-type: none"> • Analytical thinking • Organizational awareness • Customer service orientation • Conceptual thinking • Teamwork & cooperation
WHO SHOULD ATTEND:	Brand executives, key account executives and middle level managers in marketing & sales
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Merchandising, Space Management and Promotions at the POP

COURSE NAME:	MERCHANDISING, SPACE MANAGEMENT AND PROMOTIONS AT THE POP
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods including presentations, brainstorming, exercises and training videos.</p> <p>Upon successful completion of all courses, participants receive a Certificate for Successful Completion. The course counts towards the Trade Marketing Principles training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Secure optimal positioning for own products and point of sale materials. • Use effectively the space available at the point of sale. • Present product/service benefits, advantages and characteristics. • Become more organized and thereby more professional in their approach to customers. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Job purpose; key result areas, job description, performance standards • Understanding the consumer; impulse buying • Merchandising; product display, benefits • Shelf space management • Point of sale materials - Creativity Not Money! • Traffic flow/hot spots <p>Competencies developed:</p> <ul style="list-style-type: none"> • Selling • Communication • Customer service orientation • Analytical and creative thinking
WHO SHOULD ATTEND:	Brand executives, field representatives, salespeople, sales promoters and merchandisers
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Project Management Principles

COURSE NAME:	PROJECT MANAGEMENT PRINCIPLES
COURSE FEE:	3,800/7,500 AED
FORMAT & DELIVERABLES:	<p>This course addresses key principles and main issues of project management. It is highly participative and interactive, with participants benefiting by sharing knowledge, applying skills, and engaging in group participation & discussions. A range of hands-on exercises, completed in teams, covers skill sets required in a PM role.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Personal Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the program participants will be able to:</p> <ul style="list-style-type: none"> • Identify and manage a project through its 5 distinct phases. • Lead a project throughout the Project Life Cycle. • Monitor, measure and control key project metrics. • Apply principles from planning & scheduling phase till the close out of the project. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Work Breakdown Structures • Planning & Scheduling the Project Phases and the Project Life Cycle • Estimating & Scheduling Resources • Planning/Scheduling/Control Tools • Project Evaluation and Review Technique (PERT) • Closing Out Your Project • Stakeholder Management • Cost Management • Risk Assessment, Management, Contingency and Deflection • Project Human Resource Management • Project Audit, Review and Communication <p>Competencies developed:</p> <ul style="list-style-type: none"> • Project management • Team management, leadership & motivation • Teamwork and cooperation • Personal effectiveness • Oral and written communications skills
WHO SHOULD ATTEND:	<p>Team leaders/supervisors, middle managers and senior executives</p> <p>Participants should have 3-5 years of working experience in projects</p>
DURATION:	8-20 contact hours intensive
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Impactful Business Presentations

COURSE NAME:	IMPACTFUL BUSINESS PRESENTATIONS
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom-training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Personal Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • List and explain the FOUR steps of an effective presentation. • Structure and prepare the presentation. • Practice the usage of equipment required in presentations. • Deliver an impactful and effective business presentation about any topic. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Obstacles against an impactful presentation. • The FOUR steps of the presentation. • Planning and preparation. • From written to spoken. • The technique of the presentation; tips. • Use of the equipment during the presentation. • Communication; body language. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Presentation • Communication • Self-control • Self-esteem • Impact & influence
WHO SHOULD ATTEND:	All supervisory and managerial job roles and positions
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Time Management

COURSE NAME:	TIME MANAGEMENT
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods including presentations, brainstorming, exercises and training videos.</p> <p>Upon successful completion, participants receive a Certificate for Successful Completion. The course counts towards the Personal Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Identify the key result areas of their role within their organization. • Discuss reactive, proactive, urgent and important. • Prepare a daily and monthly plan. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Review the job purpose within organization; job description, performance standards, key result areas. • Planning and setting SMART objectives. • Getting organized. • Effectiveness & efficiency. • Proactive & reactive. • Urgent & important. <p>Competencies developed:</p> <ul style="list-style-type: none"> • Time management • Concern for order & quality • Handle team meetings • Problem solving • Self-confidence
WHO SHOULD ATTEND:	All job roles and positions at all levels
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Training Needs Analysis

COURSE NAME:	TRAINING NEEDS ANALYSIS
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of the course, participants receive a Certificate for Successful Completion. The course counts towards the Coaching and Training Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Describe the "training cycle." • Complete a training needs analysis and forecast likely future training needs. • Analyze each trainee's learning style using Learning Styles Questionnaire. • Use a variety of assessment and self-assessment techniques such as questionnaires, manager's reports, observation record sheets, competence-based training records and so on. • Prepare an organizational Training Plan and evaluate training programs. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Training needs analysis and the Training Cycle • Assessment and self-assessment techniques • Planning Training; Learning Style Questionnaire, Learning Objectives, Methods • Evaluating the training <p>Competencies developed:</p> <ul style="list-style-type: none"> • Training and coaching • Organizational awareness • Interpersonal understanding
WHO SHOULD ATTEND:	Training managers, team supervisors and HR professionals
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Train the Trainer

COURSE NAME:	TRAIN THE TRAINER
COURSE FEE:	3,800 AED
FORMAT & DELIVERABLES:	<p>The course combines classroom training methods (presentations, brainstorming, exercises and training videos) with practice conducted through role-plays. Videotaped role-plays and discussions will enable participants to refine their skills and modify behavior.</p> <p>Upon successful completion of the course, participants receive a Certificate for Successful Completion. The course counts towards the Coaching and Training Effectiveness training program.</p>
SHORT DESCRIPTION:	<p>Learning Outcomes By the end of the course participants will be able to:</p> <ul style="list-style-type: none"> • Describe the “training cycle.” • Complete a training needs analysis and forecast likely future training needs. • Plan a training session. • Study and practice the training methods and techniques. • Prepare an organizational Training Plan and evaluate training programs. <p>Topics During this course participants will cover the following topics:</p> <ul style="list-style-type: none"> • Training needs analysis and the Training Cycle • Classroom training and on-the-job techniques and tools • Planning Training; Learning Style Questionnaire, Learning Objectives, Methods • Evaluating the training <p>Competencies developed:</p> <ul style="list-style-type: none"> • Training and coaching • Organizational awareness • Interpersonal understanding • Managing and appraising performance • Communication – both oral and written
WHO SHOULD ATTEND:	Training managers, team supervisors and HR professionals
DURATION:	6 contact hours, intensive (1 full day)
CONTACT INFORMATION:	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>

Course Evaluation Form

COURSE EVALUATION	
COURSE NAME:	Name and location
FORMAT & DELIVERY:	<p>Please circle as appropriate.</p> <p>Information received not relevant 1-----3-----5 relevant</p> <p>Explanations provided difficult to understand 1-----3-----5 easy to understand</p> <p>Role play was useful don't agree 1-----3-----5 strongly agree</p>
SUBJECTS PRESENTED:	Please suggest which of the subjects presented in the seminar were most/least useful for you, and which subject you would like to be presented in more detail.
VISUAL MATERIALS:	<p>Please circle as appropriate.</p> <p>Videos not relevant 1-----3-----5 relevant</p> <p>Slides difficult to understand 1-----3-----5 easy to understand</p>
TRAINER:	<p>Please circle as appropriate.</p> <p>negative 1-----3-----5 positive</p>
OVERALL EVALUATION:	<p>Please circle as appropriate.</p> <p>waste of time 1-----3-----5 good use of time</p>
COMMENTS & SUGGESTIONS:	
CONTACT DETAILS	<p>Dr. Florin Vladica Tel: +971 (0)72075738 Email: florin@learningsynergy.com http://www.learningsynergy.com</p>