

Programmes 2009



Developing People ▶ Advancing Business



Introduction

Welcome to our brochure. Whether you need sales or marketing training, financial awareness or management development, communications or telephone skills, there is something here to meet your requirements.

I am also delighted to introduce a unique additional service exclusive to EVOLVE customers. Organisations investing in the development of their people work hard to ensure that the new skills learned on a training course are successfully applied back on the job. Unfortunately, experience tells us that it is often very difficult to achieve.

To address this issue we have developed a follow up mentoring service with The Mentor EVOLVE Partnership Programme (MEPP). The service is designed to support and extend learning beyond the classroom and into the work place. I know it will continue to prove our determination to deliver a real return on our customers' training investment and our commitment to be leaders in delivering high quality, practical training and development for our customers worldwide.

Alejandro Parma - Training Director



Sales Training Course



The world famous programme that delivers sales results

During this practical and participative course you will learn the latest ways to apply professional, solution driven selling techniques which can be used on your first call following the course.

By attending this course you will understand how to...

- ▶ Make appointments – identify the key decision makers and deal with them directly
- ▶ Close the sale – know when and how to bring the sale to a profitable and successful end
- ▶ Handle objections – deal with resistance professionally and to everyone's satisfaction
- ▶ Sell by Objectives – increase your efficiency by setting clear objectives for yourself and every call
- ▶ Gain your customers' full attention – direct the conversation to meet your specific objectives
- ▶ Apply Offer Analysis – turn the features into relevant benefits for every customer
- ▶ Question effectively – save everyone's time by establishing your customers' needs from the start

To consolidate sales skills, delegates should attend Personal Selling Skills Part 2 within three to four months.

"I have generated new business, extended existing accounts and exceeded my personal targets – all through your excellent course and focused, hard work." Sergio Mero - SMG Seguros

Personal Selling Skills Part 2

Practise and develop sales techniques

During this totally participative workshop you will concentrate on face to face customer contact. The focus is on your company, your products and services and how best to sell them.

By attending this course you will understand how to...

- ▶ Apply the key selling techniques – firmly understand skills such as Selling by Objectives, investigation, benefit selling and gaining commitment
- ▶ Make one to one presentations – use visual supports effectively
- ▶ Assess your own strengths and weaknesses – further develop your sales skills by using role plays and video feedback
- ▶ Improve your interpersonal skills – successfully handle long and complex selling situations
- ▶ Develop professional call structures – set and achieve your objectives every time
- ▶ Sell face to face – maximise your effectiveness with your customers
- ▶ Question effectively – adapt your selling skills and product benefits to your customers' needs

"I am currently at 130% of my target with the help of Evolve." Gaston Urmeneta K Masisa

Selling to Industry & Commerce



Proven techniques to increase sales effectiveness

Selling is becoming more complex than ever. Expert, solution focused salespeople who embrace trust, provide value and build lasting partnerships are essential for success. This practical programme shows you how to operate professionally and profitably in even the most competitive selling situations.

By attending this course you will understand how to...

- ▶ Pre-call plan – talk confidently about your product, competitors, market and your customers' products
- ▶ Sell by Objectives – establish clear and achievable aims for yourself and every call
- ▶ Motivate, apply Offer Analysis and You Appeal – adapt the benefits of your product/service to meet your customers' needs
- ▶ Negotiate – justify your price and close the business without losing the profit
- ▶ Manage yourself – maximise your effectiveness with your customers
- ▶ Close on the business objective – use the most appropriate techniques to gain commitment in every situation

Key Account Development



Strategies to protect and grow your most valuable accounts

In most businesses a large proportion of sales revenue comes from a few key customers. As your company's key accounts are your competitors' major prospects, developing and protecting these relationships is a must. This course shows you how to do just that.

By attending this course you will understand how to...

- ▶ Classify accounts – identify, position and prioritise key and major accounts
- ▶ Apply customer centred selling – provide the right product/service at the right time
- ▶ Use the 'Warrior' Account Development System – develop a successful sales strategy to research, analyse, develop and protect all your accounts
- ▶ Set an account strategy – devise a strategy, objectives and tactics to carry out your plan
- ▶ Negotiate – set your limits to secure the business with a 'win/win' situation
- ▶ Research the competition – differentiate your offer from your competitors' and protect your accounts

"Just a few months after the course, I am in the process of generating up to an extra \$\$ business."
Andrew Dowell, SKF Engineering Products

Advanced Sales Development



Maintain top performance and build personal qualities

Every sales professional knows communications excellence is imperative at every stage of the customer relationship. This dynamic course will help you refine your key skills and apply them.

By attending this course you will understand how to...

- ▶ Assess your own strengths and weaknesses – develop your own personal action plan and self-development chart
- ▶ Use the 'ACID TEST' account development model – apply it to every account for improved strategic selling
- ▶ Apply Offer Analysis – present a logical, comprehensive and relevant product/service to every customer
- ▶ Improve your interpersonal skills – adapt to suit your customers' personality styles
- ▶ Analyse customer behaviour – modify your selling behaviour to work with each customer

Profitable Negotiating



Winning the deal and keeping the customer

Negotiation is a unique activity – part science, part art, part technique. Experience the challenges of negotiation from both sides and learn how to plan your strategy, execute it effectively and conclude a deal without giving away your profit.

By attending this course you will understand how to...

- ▶ Phase negotiation – follow the process and know when it's time to move to the next phase
- ▶ Prepare checklists – accurately assess your information to increase your chances of success
- ▶ Get started – set a justifiable starting point and forecast how the other person will react
- ▶ Apply strategy and tactics – use the techniques available (logical and psychological) to professionally carry out your plan and achieve your target
- ▶ Assess your buyers' needs – understand their perspective, priorities, needs and wants, alongside their 'ten commandments' in negotiations
- ▶ Negotiate profitably – assess the effect of concessions and whether the end result is still commercially viable

"I've gained new confidence in the way I approach negotiations."

Julio Escudero Nestle



Sales/Sales Management/Personal Development

Selling Through Distributors



Motivate your distributor channels to promote your business profitably

Selling through a team or an organisation which is not directly under your control presents special challenges. Learn how to combine the roles of sales executive, trainer, diplomat and business adviser to guide and motivate individuals who may display independence and non-conformity!

By attending this course you will understand how to...

- ▶ Identify the roles and responsibilities when selling through distributors – adapt your role to maximise relationships
- ▶ Motivate others to achieve targeted results – identify your distributors' key motivators and communicate with them accordingly
- ▶ Apply the principles and practice of marketing – use marketing to your advantage
- ▶ Develop distributors – create a business plan to suit your specific requirements
- ▶ Sell cross culturally – establish rapport, understand cultural customs and avoid the pitfalls

Making your Time Count



Not counting your wasted time!

Time management is not easy for anyone. You have many pressures, interruptions and 'balls to juggle'. This dynamic course shows you how to overcome these problems by being ruthless with time and gracious with people.

By attending this course you will understand how to...

- ▶ Develop your own time management style – adapt your style so it works for you
- ▶ Resolve time management problems – recognise your problem areas and eradicate or minimise most of them
- ▶ Apply the Time Management Model – identify basic solutions to work on immediately
- ▶ Control incoming communication – manage the information you receive without losing sight of your key priorities
- ▶ Utilise task lists and prioritisation – use a simple and manageable system to do the right things first
- ▶ Implement daily action plans – focus on 'A' priorities, leave safety margins, and still go home at night

Field Sales Management



Succeed through your team

A field sales manager succeeds through team effort. Whether you are newly appointed or experienced, this practical programme provides a wealth of ideas for achieving sales targets.

By attending this course you will understand how to...

- ▶ Improve your sales management style – recognise the needs and expectations of your team, then adapt your approach to improve performance
- ▶ Apply motivation techniques – lead and motivate your salespeople in good times and bad times
- ▶ Train in the field – coach your sales team for continued productivity in both quality and quantity
- ▶ Develop Key Performance Indicators – measure and re-target during field visits and appraisal sessions
- ▶ Prepare and deliver a presentation – use many techniques and resources to ensure results-oriented sales meetings
- ▶ Recruit and retain the right people – develop a recruitment and interview plan to maximise your chances of selecting successful salespeople

Profitable Sales Management



Directing a winning team

As a sales manager you must be a strong leader, responsive motivator, efficient organiser, accurate forecaster, numerate budgeter, inspired speaker, whilst being a super salesperson! This demanding course will help you develop exceptional all round business skills.

By attending this course you will understand how to...

- ▶ Develop a business strategy – use the concept of 'Total Market Opportunity' to plan your time and identify your priorities
- ▶ Implement the marketing concept – identify, anticipate and satisfy your customers' requirements profitably
- ▶ Recruit high quality salespeople – select the right people and give them the support they need
- ▶ Apply the financial aspects of sales management – understand your company's financial accounts and contribute to profitability
- ▶ Motivate – improve your team's success by motivating each individual
- ▶ Build strong working relationships – communicate successfully with internal and external staff at every managerial level

"An excellent course. I've just taken over as Sales Manager and already feel 100% more confident than before."
Simon Warr, Faithful

"Thank you. This course will increase not only my company's profits, but also my own skills." Pablo Blanco La Buenos Aires NYL

Customer Service by Telephone

Mentoring Available

Build relationships and increase business

Every communication with a customer provides an opportunity to build better relationships and ultimately increase business. This practical course will help you make the most of every telephone call.

By attending this course you will understand how to...

- ▶ Apply core telephone skills and prepare for every call – assess your skills and identify the key elements of working on the telephone
- ▶ Answer a call and gain attention – build rapport and gain customers' interest with your 'opening'
- ▶ Handle complaints and problems effectively – deal with difficult situations and turn them into opportunities
- ▶ Assess different personality types – adapt your style to build empathy and rapport
- ▶ Identify your customers' needs – use listening and probing techniques to find out what customers really want

Professional Telephone Selling

Mentoring Available

Delivering profitable business over the telephone

Develop your skills and confidence in selling over the telephone. Use the latest telephone sales techniques to build a personal 'telepresenter' for every future sales call.

By attending this course you will understand how to...

- ▶ Plan – prioritise every call and make the best use of each day
- ▶ Become a telephone sales professional – establish rapport by adapting your style to suit each selling situation
- ▶ Conquer the barriers – find the right person and build relationships on the way
- ▶ Sell by Objectives – set goals and divide them into manageable pieces
- ▶ Establish your customers' needs and motivations – appeal to rational and emotional motivations
- ▶ Gain commitment and close the deal – recognise buying signals and gain firm commitment

"The best and efficient course of selling by telephone"
Fabian Capacio -- HSBC Business School

Successful Business Presentations

Mentoring Available

Holding your audiences' attention

If you have ever dreaded talking to an audience, then this course is for you. Discover the art of 'confidence and competence'. It will not eliminate your butterflies completely, but at least they will be flying in formation!

By attending this course you will understand how to...

- ▶ Set your objectives – decide what your desired outcome is and make it clear to your audience
- ▶ Structure a presentation – prepare your presentation in a logical yet persuasive style
- ▶ Open and close – recognise the importance of opening and closing and how to use them to gain attention and commitment
- ▶ Prepare visual aids – use all forms of visual aids, including PowerPoint, to their maximum benefit
- ▶ Use your voice – fully utilise the range of tone and volume to improve variety
- ▶ Deal with questions – handle them confidently and remain focused

"The department has become more efficient and has reduced its response times." Giselle Chimentin -- Bosch AG

Training The Trainer

Mentoring Available

Helping people who help people

If you're involved in training others, you'll know just how challenging it is. To be a successful trainer you have to make your training 'stick' – it requires a special set of skills, all of which are covered on this course.

By attending this course you will understand how to...

- ▶ Plan and structure – put together training programmes which contain the right mix of material to achieve your objectives
- ▶ Focus material – use a flexible approach to ensure your training meets your audiences' needs
- ▶ Highlight key training points – set realistic targets for audience retention
- ▶ Manage difficult delegates – handle all types of response in a positive and motivational way
- ▶ Use visuals and voice – recognise the advantages of using your personal skills and all other resources
- ▶ Administer and evaluate – use checklists and systems to plan, control and monitor the effectiveness of your programmes

"Thank you for a most enjoyable course. I have already increased my rate of generating new business."
Jorge Gimenez -- Frigor



Marketing/Finance

Introduction to Marketing

Learn the theory and then put it to the test

This interactive course is ideal for those who require a broad appreciation of marketing concepts. It will leave you with a thorough understanding of the principles and practice of business to business and consumer marketing.

By attending this course you will understand how to...

- ▶ Apply the essential marketing concepts – understand the definitions and techniques
- ▶ Implement the Marketing Mix – assess your company's strategy and how it defines your marketing
- ▶ Develop marketing communications – use a checklist to appraise marketing and public relations agencies
- ▶ Commission marketing research and segmentation – evaluate research consultancies in order to assess your target markets
- ▶ Develop products and services – relate to the different strategies and implications of the Product Life Cycle
- ▶ Manage the marketing function – coordinate the activities and techniques which have to be planned

Strategic Marketing in Action

Implementing superior marketing strategies

If you have marketing or sales responsibility then your challenge is to meet targets through other people's efforts as well as your own. This participative programme will help you to develop a marketing strategy that will give your company an edge over the competition.

By attending this course you will understand how to...

- ▶ Apply the key elements of success – enhance your financial understanding, interpersonal influence, decision making skills and personal effectiveness
- ▶ Develop your marketing strategy – identify the factors that are critical to the success of your company
- ▶ Make informed marketing decisions – write and implement a strategic marketing plan
- ▶ Assess the critical elements for winning the marketing battle – analyse systems, product design, resources, pricing, marketing communication, research, distribution, service and quality
- ▶ Manage campaigns – blend advertising, sales promotion, direct mail, personal selling, PR, telemarketing and exhibitions into an effective communications mix
- ▶ Think creatively – exercise brainstorming and creativity techniques to enhance marketing solutions

Introduction to Finance for Managers

Understand the figures and use them wisely

Managers today are assessed on 'bottom line' impact and consequently need to understand finance. This course meets that need. You will be pleasantly surprised at how interesting, entertaining and uncomplicated finance can be when presented without the jargon!

By attending this course you will understand how to...

- ▶ Interpret Profit Statements and Balance Sheets – understand the headings and learn why items are accounted for in different ways
- ▶ Analyse Return on Investment – compare yourself with competitors and know how to improve
- ▶ Read an Annual Report – analyse what the report means and use the information it contains
- ▶ Apply costing methods – recognise the different systems used and clarify your management decisions
- ▶ Budget – prepare meaningful budgets and use them
- ▶ Control management information – make full use of all management information

"I had no previous accounting knowledge, but I now have the tools to make the most of some very useful techniques."
Rolando Anders -- Purina Pet Care

Financial Understanding for the Senior Executive

Plan your profits, take control and protect your cash flow

This course demystifies the jargon so that you can take control, ask your accountants the right questions and know where to look to improve financial results. A competitive business project allows you to test strategies and you can discuss your financial reports with one of our accountants.

By attending this course you will understand how to...

- ▶ Interpret company accounts – understand the business from the figures
- ▶ Grow a company for flotation or sale – know what you have to do to generate value from your business for your shareholders
- ▶ Analyse management information – understand the different systems and ask key questions to aid your decision making
- ▶ Budget – prepare meaningful budgets and forecast profitability
- ▶ Manage cash flow – keep the Bank Manager happy
- ▶ Price – consider all relevant factors before setting a price which gives the best balance of unit sales and profitability

"What an excellent course and good grounding – I can't wait to put it into practice."
Siobhan McCubbin, Flexible Medical Packaging

Developing Your Executive Skills



The ingredients for increased effectiveness

This dynamic programme will enable you to build on your skills in developing relationships, making decisions and achieving the results you desire.

By attending this course you will understand how to...

- ▶ Use Emotional Intelligence – apply the four component parts to increase your chances of success
- ▶ Assert yourself – deal with all conflict situations using the 'assertive statement' formula
- ▶ Persuade – recognise the style which works best with each person you encounter
- ▶ Negotiate – use your skills to get the best deal whilst still maintaining relationships
- ▶ Manage corporate politics – make sure you only use clean politics and discourage dirty politicians
- ▶ Solve problems and make decisions – analyse, formulate, choose and implement an informed course of action
- ▶ Utilise the Executive Profile – use feedback to help determine your future development plan

Leadership in Senior Management



High level results through high level people

The pace of change in today's business environment is relentless. This course will show you how to direct and motivate your senior staff to enable them to cope, and thrive on change. You will leave equipped to play a major leadership role in your organisation.

By attending this course you will understand how to...

- ▶ Develop strategy, vision and culture – assess your current position and make changes if necessary
- ▶ Motivate – assess motivational packages which meet the needs of each individual
- ▶ Develop authority and influence – assess your current style and how effective it is in today's challenging workplace
- ▶ Coach and mentor – understand the concepts of, and skills required for, effective coaching and mentoring at a senior level
- ▶ Build effective teams – recognise the different roles each member plays within a team and how important it is to mix them correctly
- ▶ Delegate – plan how to create an environment where people are trained and trusted to work on their own initiative
- ▶ Utilise the EVOLVE Leadership Profile – understand how you come across and what areas need developing

Effective Supervisory Management



A practical guide for first line managers, supervisors and team leaders

This workshop style course introduces general supervisory skills, with particular emphasis on the human relations aspects of the supervisor's job and the interpersonal skills required.

By attending this course you will understand how to...

- ▶ Effectively carry out the role and responsibilities of the first time line manager – set your objectives and agree your development needs
- ▶ Apply managerial authority – recognise how best to get results through others
- ▶ Motivate your team – analyse each team member to optimise performance
- ▶ Solve problems and make decisions – pre-empt potential problems and deal with existing issues diplomatically
- ▶ Improve your communication skills – run briefing meetings in an informative and motivational way
- ▶ Organise yourself and your team – prioritise your workload and maximise your effectiveness

Motivational Leadership



Today's challenge, tomorrow's success

This highly participative middle management course helps you to achieve the highest level of performance from your team by adapting your leadership style to the needs of each situation.

By attending this course you will understand how to...


- ▶ Set objectives and follow the process of management – give clear direction to your team by planning, implementing and evaluating their work
- ▶ Apply management styles/leadership needs – assess which style of management is required by each individual
- ▶ Analyse performance problems – follow a structured system for identifying why performance problems exist
- ▶ Motivate – explore traditional and new methods of motivating your team
- ▶ Delegate and empower – plan and prepare jobs which can be delegated on your return to work
- ▶ Coach – learn the simple GROW model to improve your coaching techniques
- ▶ Correct performance – practise the art of positive correction to enhance overall results

"A fantastic course. I have already recommended it to several colleagues. 10/10!!" Jorge Moyena -- Cablevision Group

"I found the balance of the course and its content excellent. I will be recommending that the managers on the next level also attend." Pedro Ferrer -- Construmart



Booking/Information Form






Customers  include:

- Akzo Nobel
- Alba ICI
- Adidas
- Bosch
- BASF
- Construmart
- Castrol Ltd
- David Brown Textron
- Delta Textil
- IR Adviser
- DHL Worldwide Express
- DuPont
- Electrolux
- NOKIA
- Frigor
- Health & Safety Executive
- HSBC La Buenos Aires
- Indura Plc
- Masisa
- Nestle
- Reebok UK
- Pizza Hut
- Purina Pet Care
- SMG Life
- Shell UK
- Select Vedor
- Vodafone
- Wella

5 easy ways to book or find out more

This open course brochure gives you an overview of some of our programmes. We will be delighted to take your booking right away or answer any questions you have.

In addition to these open courses you may wish to consider in-company programmes specially designed to focus on live issues facing your organisation. To find out more please call us.

-  **Telephone:** (+ 54 11) 5254 5999 or 5269 8000, |
-  **Fax:** the form below to 11 5269 8000 option fax
-  **Email:** info@evolve.com.ar
-  **Web:** www.evolve.com.ar
-  **Post to:** the address below

Booking/Information Request Form

Please complete relevant sections. All correspondence will be sent to the Authorising Executive:

Authorising Executive

Mr/Mrs/Miss/MS First Name Surname

Job Title Company

Address

Postcode Email

Tel Fax

- I would like more information on your range of services
- I would like to receive your full brochure outlining your complete range of programmes
- I would like to book the following places in accordance with the Terms of Payment below

Signature Date

Delegate Information

Course Title Course Fee

Location Date

Mr/Mrs/Miss/MS First Name Surname

Job Title

Additional bookings

Course Title Course Fee

Location Date

Mr/Mrs/Miss/MS First Name Surname

Job Title

To book courses for additional delegates please photocopy this form as required.

- Please invoice my company. **Purchase order number**
- A cheque is enclosed (please add 21% IVA)
- Payment by credit card (please call 11 5269 8000 for details)
- Please tick if you would like more information on our mentoring services to support attendance on the above course(s)

Booking information

All fees include comprehensive course notes. Except where shown, our courses are not residential. Responsibility for booking accommodation on non-residential courses rests with the delegate. On residential courses the fees shown are exclusive of accommodation, meals and conference facilities, and a separate daily 24 hour rate is payable directly to the hotel. Fees are quoted exclusive of VAT, which will be added to invoices at the prevailing rate. Full joining instructions will be posted to you well before the course. All dates and fees are correct at time of going to press. Evolve training reserves the right to change them at any time without notice.

Terms of Payment

When written confirmation of your booking is received, we will send an acknowledgement and raise an invoice in advance of the course. Invoices are due for payment 28 days before courses commence. Cancellations or transfers must be in writing, and we regret that they cannot be accepted after those dates, although substitute delegates will always be welcome.

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Double Winner

