



**Expert Consultancy and Training Options
That Produce Measurable Improvements
In Business, Team and Individual Performance**

**Business Growth and Change
Management Development
Increasing Sales**

2022

40 years of:

Experience
Expertise
Opinion
Advice
Ideas

What we do

The Auricas team provide expert business consultancy and development training in three key areas: Business Growth and Change, Management and Leadership Development, Increasing Sales.

Who we work with

Our focus is primarily UK-based private sector companies of between 10-250 employees. We work with clients across most market sectors on a local, national and international basis as required.

Why choose Auricas

When it comes to something as important as your career or the future of your business, you'll want expert advice and options bespoke to your situation. You can therefore trust Auricas. Our team has over 40 years' experience of helping clients achieve measurable improvements in business, team and individual performance.

How we work

We work with clients on a consultative basis, engaging with the stakeholders involved and in support of the business objectives. Each relationship starts with a complimentary meeting to explore and understand the situation. We can also share initial opinions, advice and ideas. This no cost/no obligation phase which helps us both to determine two things - firstly, if there is a good fit between your needs and our expertise and secondly, if we can work together.

The consistent, outstanding results we achieve are then due to our extremely effective, 6-step process: Analyse, Summarise, Recommend, Prepare, Deliver, Follow Up.

Affordable and Effective

In summary, client projects are usually tailored according to a variety of factors including:

- The budget you are comfortable with
- The logistics of delivery regards people's time and location
- The timescale you have in mind
- The number of people involved
- The outcomes you want to achieve

This approach is opposite to typical training providers who just list products and prices. It's also different to typical consultants who'll tell you what to do but have no training experience to help you do it.

The options in this brochure therefore represent the basis for discussion rather than decision.

Business Growth and Change	Management Development	Increasing Sales
<ul style="list-style-type: none"> ▪ Strategic Business Planning ▪ Sales and Marketing Strategy ▪ Business Consultancy ▪ Change Management ▪ Business Growth ▪ Executive Development Forum 	<ul style="list-style-type: none"> ▪ Executive Development Forum ▪ Executive Coaching ▪ Building A Management Team ▪ Management/Leadership Training ▪ Recruiting Key People ▪ Performance Appraisal Training ▪ Project Management Training ▪ Presentation Skills Training ▪ Psychometric Profiling 	<ul style="list-style-type: none"> ▪ Sales & Marketing Strategy ▪ Sales Management Training ▪ Recruiting Successful Salespeople ▪ Sales Training ▪ Winning More Pitches ▪ Commercial Negotiation Training ▪ Exhibition Staff Training ▪ Commercial Awareness Training for Non-Salespeople ▪ Customer Service Training
Pages 1-7	Pages 8-15	Pages 16-24



Strategic Business Planning

When it comes to something as important as the future of your business, expert advice can be invaluable as part of the strategic business planning process. Respectfully, there's far more to it than just how to write a business plan. Here's why to choose Auricas:

- Firstly, you'll get additional business acumen, expertise, opinion, options and ideas that will help you develop an effective plan. In contrast to others, we are experts with 40 years' experience of helping companies to grow.
- Secondly, we'll provide a sounding board for your ideas; however, we'll also challenge your thinking too. Consequently, you'll have clearer ideas about where you are going and what you want to achieve
- Thirdly, as an independent expert, we bring an important degree of impartiality to the process. As a result, more robust, open discussions are held leading to greater "buy-in", ownership and responsibility from your team.
- Finally, our involvement will create the momentum and discipline to get things done. Because everyone's so busy, this is often the crucial difference we make

What will be the outcomes? Clearer thinking, a clearer plan and a clearer idea of how you are going to achieve them. In addition, you'll have a plan that will actually drive activity and results throughout the year.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team or on a 1:1 basis.

Preparation, summarising discussions, collating outcomes then presenting you with a report and recommendations involves us (not you) in an additional day's work.

Topics that may typically be included in our discussions:

- Past/future change
- The need for change
- Opportunity for improvement
- The stages of business growth and the challenges each brings
- A frank and open review of what's currently happening
- Strengths, weaknesses, opportunities and threats
- Key business metrics
- Performance against objectives
- Company culture and how it drives attitudes, behaviours, and decisions
- Business purpose clarity
- Different business and sales models – which best suits us?
- Longer term business direction
- Objectives – What you want to achieve by when. Determining interdependent objectives for each key area of the business
- Strategy – How in broad terms you plan to go about achieving your objectives
- Tactics – Specifically who needs to do what by when this year
- Assessing team competency, capacity, capability for growth
- Organisational structure, roles and responsibilities
- Have we got "round pegs in round holes"?
- Job descriptions review
- Overall, creating a stronger platform for growth
- Defining good management process and practice
- Personal motivation and goals
- Exit/succession planning
- Maintaining executive energy
- Retaining wealth created
- Action Plan Summary – The driver of change/improvement



Sales and Marketing Strategy

Every company needs a written sales and marketing strategy that will deliver the required sales revenue. It's critical to survival let alone growth. However, expecting better results but doing the same old thing is a definition of insanity, as suggested by Albert Einstein!

You may not be aware of the huge variety of ideas and options available. Perhaps sales and marketing are not your professional skill set. It could be that it's just proven difficult to find the time to produce detailed plans. You may feel you've become too reactive to customer demands and lost control over sales process and profit.

Whatever the situation, if you're looking to increase your percentage profit each year, we can help you achieve a real breakthrough.

Why choose Auricas? Firstly, 40 years of experience of helping companies achieve measurable improvement in performance! Secondly, our extensive and on-going research into best and worst sales and marketing practice. We can help you to:

- ✓ **WIN** new customers
- ✓ **GROW** more business with each customer
- ✓ **KEEP** customers for longer
- ✓ **RESURRECT** old customers
- ✓ **INCREASE** both the value of sales and profit on sales
- ✓ **RAISE** the number of sales people consistently hitting target
- ✓ **IMPROVE** your chances of retaining successful sales people
- ✓ **FOCUS** on your most profitable products/services/customers
- ✓ **REDUCE** the time the sales cycle takes
- ✓ **TRIM** the cost of sale

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team or on a 1:1 basis.

We commit an additional day's work to cover preparation, collating outcomes then presenting you with a report and recommendations.

Topics Include:

Review

- Market changes
- Best sales model and method to suit your market/company
- Sales metrics review
- Product/services review
- Customer review
- Market sector review
- Marketing review
- Brand review
- Competitor review
- Sales process review

Objectives

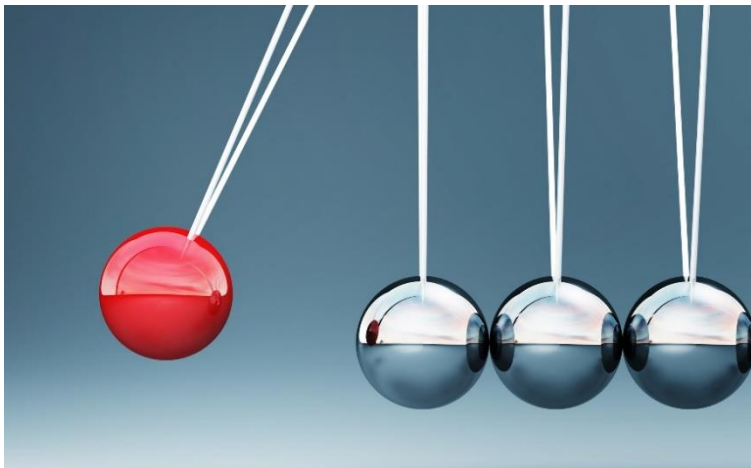
- Setting sales targets
- Customer buying periods
- Responsibility/Accountability
- Your capacity for growth

Strategies

- 10 strategies for growth
- Marketing or sales led
- Brand Awareness vs Lead Generation
- Different routes to market
- Territory allocation/focus
- Target markets
- Ideal customer and sale profiles
- Target prospects
- Defining your competitive edge
- Account development plans

Tactics

- 31 multi-channel options to convey your message
- 23 marketing options of potential interest and value
- 19 ways to build a better prospect/customer database
- CRM - record/use information
- 10 digital marketing tips to save time, money and to generate better enquiries
- 10 different communication mediums and which to avoid
- Price and discounting issues
- Sales management



Business Consultancy

Auricas provides exceptional business consultancy services to companies and individual executives. Whether you are looking at a one-off project or perhaps on-going support, Auricas can help.

The key difference lies in the fact we are experts in coaching executives through the process of achieving their objectives. This compares to just advisors with an opinion of what you should do. As such, your options go far beyond just report and recommendation.

After 40 years' experience of business consulting, we also know what businesses do well and what they don't!

In short, that means we can help deliver measurable improvements. For example, *"Auricas business consultancy/coaching has helped our business to grow by a staggering 50% in the last 12 months"* – MD, Lesley Morris Associates.

The benefits of Auricas business consultancy include:

- Professional rather than self-diagnosis
- Additional business acumen
- Fresh thinking
- A frank opinion, independent of any "baggage"
- Shared experience/best practice across multiple market sectors
- Creating the focus to address issues and get things done
- A valuable guide during periods of change or growth
- Greater objectivity as we are not emotionally involved
- Expert opinion reinforcing your own ideas recognising the difficulty of "being prophet in your own land"
- A means of accelerating change/growth
- Improvements in business, team and individual performance

Structure: Available as ½ day sessions; face-to-face if possible; if not, by Zoom. Tailored to company/team or on a 1:1 basis.

Typical Consultancy Support

Our business consultancy service is bespoke to each situation and the people concerned. Typically, support options might include:

Analysis and Report

- Diagnosis
- Evaluation
- Recommendation

An independent opinion can be a useful part of a decision-making process, particularly if there are differences of opinion involved

It can also help if you are struggling to see a way through a problem by introducing some different ideas.

A better insight can also be gained as to who or what needs to change, why and perhaps how

Facilitation

- Creating structure and process for discussion / decision making
- As a means of building consensus and commitment
- To address / circumvent politics
- Constructive challenging of past, current or future thinking
- A forum for exploring better, faster, cheaper, easier

Just by involving an independent expert, it changes the conversation

Coaching

- Dealing with a specific issue
- Achieving an objective

Advice can only go so far; sometimes coaching in how to change/improve things is required



Change Management

Expert advice from Auricas can save you time and money on a wide variety of change management issues. Typical situations include cultural change, organisational change, operational change or strategic change of direction. Furthermore, you may need to re-act to changes or alternatively, want to initiate change. Perhaps it's attitudes or behaviours you are trying to change. We can help you with all these situations.

Firstly, change can involve additional time, effort, stress and cost. Secondly, change usually involves some doubt, fear and suspicion. No surprise therefore that many people resist change! However, change is happening around us whether we like it or not so the choice is really about how best to adapt. Conversely though, too much change too quickly or change for the sake of it can cause problems. These are all situations where expert advice can help.

You can trust Auricas because we have approaching 40 years' experience of evaluating best (and worst) change management practice. What you *don't* need is the situation over complicating by the many change management theories, change management techniques or change management courses. By comparison, Auricas offers a more straightforward and refreshing approach: we just focus on helping you successfully introduce the changes you want to make.

The consultancy and coaching provided will provide a path to follow and plenty of useful tips. As a result, not only will you have a much better idea of what to do but also how to do it.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team or on a 1:1 basis.

Additional support available on a ½ day basis if required.

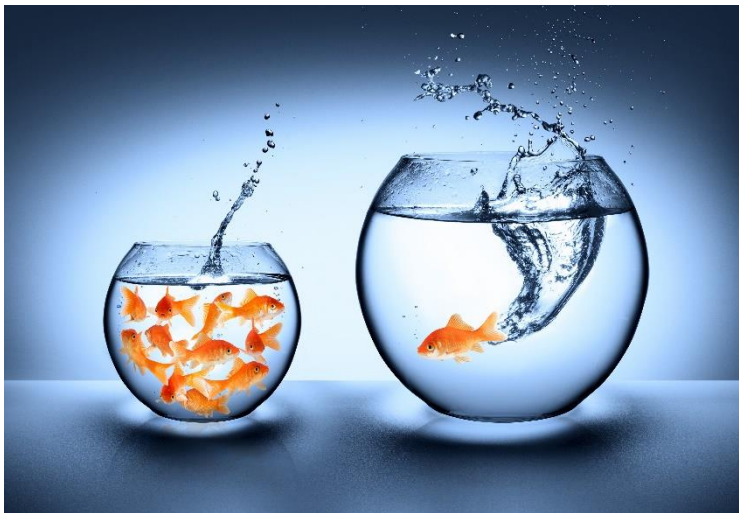
Topics Include:

Auricas can provide you with a comprehensive package of coaching and consultancy to support you in times of change - and in particular, to help address one specific change.

However, it can be part of a broader continuing professional development programme for senior managers.

- Re-acting to change
- Initiating change
- Cultural change
- Organisational change
- Operational change
- Strategic change of direction
- Re-structure/re-organisation
- Changing attitudes /behaviours
- Why change initiatives fail
- Recognising and handling doubt, fear and suspicion
- 5 good reasons why change is usually resisted
- Change just for the sake of it
- 7 steps for successful change
- Psychology of change
- Being better vs being different

"At a time of significant change, it has helped our management team to have a much better understanding of themselves individually and each other, the challenges ahead and greater confidence in addressing them. I've seen changes already and it's developed a real sense of unity within the team so overall, an enjoyable, challenging and very worthwhile exercise." Vice President & Head of European Operations, Genpact Pharamalink



Business Growth

Business growth usually causes significant challenges. You may be growing quickly and perhaps struggling to cope. Conversely, you may want or need to accelerate business growth. In both situations however, growth without the necessary foundations in place could lead to serious problems; you may recognise these typical signs:

- Escalating costs, diminishing profits
- Challenging cash flow
- Less time to produce quality work
- Everyone still looking to you for the answer
- Diminishing standards, service and responsiveness
- Increasing errors due to reduced attention to detail
- Delivery deadlines pushed back or missed
- Over-reliance on sales from old customers
- Recruitment and retention issues
- Poor work/life balance
- Less time and patience for people
- Less fun than it used to be

Why choose Auricas? We have over 40 years' experience of helping companies to achieve manageable, sustainable, profitable, business growth. We offer an entirely bespoke consultancy and coaching solution tailored to your situation, budget and desired outcomes.

Delivered by business people for business people, it's also packed full of practical suggestions in plain English rather than "business school speak".

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team or on a 1:1 basis.

Additional support available on a ½ day basis if required.

Topics Include:

Using plain English and practical suggestions, you'll find our 4-step approach refreshing, straightforward and packed full of useful tips:

- 1. Plan for growth**
- 2. Prepare for growth**
- 3. Accelerate growth**
- 4. Manage growth**

In summary, we provide you with advice, an extensive list of "dos and don'ts" plus a structured process to follow.

As a result, you will be better equipped to achieve manageable, sustainable, profitable business growth

"Auricas business consultancy and coaching has helped our business to grow by a staggering 50% in the last 12 months" – MD, Lesley Morris Associates

"When we met, it was a time of change and rapid growth within our business, so we thought it would be useful to engage some external help. Working with Auricas firstly created the discipline at a hugely busy time to stop, examine what we were doing and to think more clearly about our plans; you also brought some fresh thinking to the discussions" – Managing Director, Creat3D Ltd



Executive Development Forum

The Auricas Executive Development Forum appeals for many reasons: *"I'm getting stale; I want fresh ideas and inspiration from people outside of my own business and market sector". "It's lonely at the top and difficult to open up with work colleagues". "Whenever it comes to training, I'm always looking at other people, never at my own development." "I never have time to stop and really think"*

It offers the unique combination of executive development training, a forum for debate on real life executive issues and time for informal discussion where you can get honest feedback and helpful opinions.

Each session is packed full of useful tips and provides incredible value for money compared to expensive "executive group" memberships.

Restricted to senior managers/business owners from different market sectors, it provides a positive, supportive environment of mutual trust and respect where people can openly share doubts and concerns, successes and failures, ideas and experience even amongst the group.

People always comment on how refreshing it was to have their ideas challenged and that they really enjoyed the robust discussions!

The professional development training included in every session is based on over 40 years' expertise and experience of executive development plus on-going research into best (and worst) practice.

Structure: 6 x ½ day sessions, one morning every two months; these are held in the third week of January, March, May, July, September, November (8.30am-12.00pm)

We meet face-to-face if possible; if not, via Zoom.

Topics typically included in our discussions/training:

- Managing growth and change
- Creating a company culture that attracts and retains good people
- Succession planning and developing the key people of the future
- Role modelling successful attitudes and behaviors
- Why sales targets are not consistently met and what to do about it
- What is my job as a leader?
- Problem analysis and decision making as an executive
- Coping with executive stress and pressure
- Work/life balance
- Personal motivation and goal setting
- Creating a "World Class" customer service culture
- Time and workload management
- Why some teams don't work well together
- Turning a team of managers into a management team
- Managing managers
- Creating a high-performance team
- Moving from good to great
- OST – the key to turning a strategic plan into reality
- Less doing, more coaching
- Psychometric profiling in development/recruitment

Included:

- All training materials
- Your own psychometric profile
- A final 1:1 coaching session



Executive Coaching

Many executives arrange executive coaching for both personal and professional development reasons. For example, a survey of 3,500 business leaders in 45 countries found that, cultural and geographical differences aside, one in three leaders of the most dynamic, fast-growing organisations use a coach.

With over 40 years' coaching and consultancy experience, Auricas can provide you with expert support. We create an independent sounding board for your thoughts and ideas. You'll also find a frank, independent opinion refreshing.

In summary, the coaching provided can help you to:

- ✓ Become more efficient and effective
- ✓ Develop into a better leader
- ✓ Increase the respect and co-operation you get
- ✓ Reduce feelings of executive loneliness, stress or anxiety
- ✓ Enjoy a better work/life balance
- ✓ Deliver better business results
- ✓ Address specific issues

If we haven't met before, there's also a no cost or obligation opportunity to make sure we're "a good fit" before commencing.

So, when was the last time you invested in your own development? Maybe it's time you put yourself first for once.

Structure: Usually arranged in series of 6 x 2-hour 1:1 sessions, face-to-face if possible; if not, by Zoom. However, the number of sessions can be tailored to your needs, timescale and budget.

Typical Coaching Support

Mentoring

Many executives report a feeling of it being "lonely at the top". People expect you to have all the answers and that creates a great deal of stress and pressure. It can also be difficult even inappropriate to talk about doubts, fears, suspicions, etc with colleagues.

Having an experienced business mentor available with whom to talk things through and who's also independent of the business can prove invaluable. A frank and honest opinion is often welcome!

Coaching

Specific situations arise where some coaching for the executives involved can be beneficial. Alternatively, it may be a need to improve in one particular skill area such as decision making, communication, problem solving, motivation, etc.

"I have found the monthly coaching sessions enormously useful and very motivating – the time has flown by! The outcomes? I feel re-energised, much more focused and we have already seen some measurable improvements in the business as a direct result of some of your suggestions and tips. In short, I am a more effective executive" – Managing Director, Goldstar Heathrow Ltd



Building A Management Team

Building a management team compared to a team of managers is challenging. To illustrate, research by Dr Meredith Belbin suggested there are 9 different character types; each of those having a preferred working style and role within a team!

As such, many CEOs have realised that just expecting a group of individuals to function well as a management team is unrealistic. In particular, this becomes apparent disagreements arise or when everyone's under pressure.

So, if you are trying to build a management team, you can trust Auricas to help you. That's because we have over 40 years' experience of management development. We offer a unique day of coaching, entirely bespoke to each customer:

- Firstly, we evaluate the make-up of your current team. This includes roles, responsibilities, personal characteristics, etc
- Secondly, we check clarity, ownership, responsibility and accountability as a management team regards direction, objectives and strategy
- Thirdly, the coaching explores the reasons why many management teams don't work together effectively; this is always revealing!
- Fourthly, we explore what good management practice looks like
- Finally, with 40 years' experience of researching best management team practice and developing management teams, we help you build an action plan to create a stronger team

In summary, this is an outstanding exercise for a management team in learning to value diversity yet ensuring "fit". Furthermore, it helps to build greater trust, respect and co-operation.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team. Additional support available if required.

Topics Include:

- Assessment of the current business environment
- The impact of change
- Review of company direction, objectives and strategy

- Summary of the 9 different Team Role Characteristics to help identify who is best suited to doing what within the team
- Graphs showing best and worst team roles for each person
- Own role preferences
- What each person can contribute to the team
- Allowable weaknesses
- Suggestions on dos and don'ts
- How to maximise your team and individual potential

- Useful guidance for the MD as the team's manager
- Dealing with "skills gaps" within the management team

- Encouraging diversity
- What does good management practice look like?
- 5 key principles as a foundation for a management team
- Building greater trust and respect amongst the team
- Handling disagreements
- Encouraging constructive challenge
- Increasing accountability
- Teamwork under pressure
- Celebrating success

- Personal action plans



Principles of Management and Leadership

This practical course offers expert advice and outstanding coaching based on over 40 years' experience of and on-going research into best management practice. It provides an essential range of "tools to do the job" for team managers with new or changing responsibilities and an excellent refresher for experienced managers.

It also creates the rare opportunity to step back from the day-to-day pressures just to think *about* management and to discuss real-life challenges plus ideas with other key people.

In summary, it's about understanding the best ways to manage, motivate and develop a team to deliver best results; also, improving personal organisation and efficiency to cope with high workload.

Outcomes are measurable improvements in business/team/individual performance from more confident, capable people who are better able to adapt and grow in line with the changing needs of a business.

Structure: Delivered currently via Zoom, this *fully interactive* course is fundamentally different to Webinars and eLearning courses:

- 6 x "bite sized" ½ day sessions with breaks every hour. One session per week over 6 weeks - time to think, read and apply it as you go
- 500+ practical tips in 17 modules
- Small group – maximum 10 delegates so everyone can be involved
- Pre-course 1:1 briefing and discussion of personal objectives
- Comprehensive, printed manual sent to you in advance
- Inter-session helpline available for any personal advice required
- Certificate of completion
- Post-course review

Topics Include:

Team Management

- Coaching skills
- Generating more ownership, responsibility and accountability
- Agreeing expectations and updating job descriptions
- Improved problem solving and increased creative thinking
- Performance management
- Conducting appraisals
- Managing flexible/home workers
- Increasing motivation, productivity and work ethic
- Introducing changes
- Managing young people
- Dealing with sick leave, absence, time off and holiday requests
- Building trust and respect
- Discrimination awareness

Organisation and Efficiency

- Improving communication
- Personal image and influence
- Time/workload management
- Reducing the volume of emails
- Coping better with work-related stress and pressure
- Delegation; less "I'll do it myself"
- Delivering on time, on budget
- Managing multiple priorities
- Conducting better meetings

Team Building/Development

- Improving teamwork
- Assessing and developing your team to meet the changing needs of the business
- Getting "round pegs in round holes" when promoting from within or recruiting externally
- Delegates also learn how to create and present a Business Improvement Project. This one can deliver £5,000+ of benefit!



Principles of Recruitment

This recruitment training course is packed full of useful recruitment tips and recruitment advice. It could also save you £50,000 which research reveals is the average cost of recruiting someone who doesn't work out then leaves or gets fired. Furthermore, you will avoid the frustration of promoting or recruiting someone who doesn't live up to expectations.

There's a great deal at stake when recruiting a key person. Ensuring good fit (a "round peg in a round hole") is critical. Get it right and you should retain a valuable, happy and successful team member. However, get it wrong and you've got the time cost of finding a replacement. Alternatively, you suffer the stress and frustration associated with someone who's not what you wanted, expected or need. As a result, in both situations, your company and perhaps even your personal reputation may be harmed.

In summary, with literally £10,000s and your reputation at risk, some professional advice is essential.

With approaching 40 years' experience of helping manager's build successful teams, Auricas can help you to:

- ✓ Save time and money
- ✓ Improve the quality of people working for your company
- ✓ Increase your chances of getting the right person in the right job
- ✓ Avoid paying thousands of pounds in recruitment agency fees
- ✓ Reduce the chance of promotion mistakes that result in losing an otherwise good person

Structure: A ½ day session, face-to-face if possible; if not, by Zoom., currently delivered by Zoom. Also available to be tailored to your company/team. Additional support is available if required.

Topics Included:

Preparation

- Cost/benefit analysis
- Analysis of past mistakes
- Why join us?
- Preparing 6 critical profiles that will help ensure "best fit"
- Preparation of a better and up-to-date job description
- Structuring the right package

Advertising the Job

- What to advertise
- When to advertise
- Where to advertise
- How to advertise
- Application process/forms
- Discrimination awareness

Applications and Interviews

- Managing applications
- Initial screening/response
- Setting up 1st interviews
- Preparing for interviews
- Asking/answering questions
- CV analysis
- Preparing a short-list
- Supported final interviews
- Assessment tests
- Use of psychometric profiling

Selection

- Checking references, social media profiles, eligibility to work, etc
- Feedback to successful and unsuccessful candidates
- Offer letter
- Home working and car checks
- Record keeping and GDPR

Induction/Probation

- The do's and don'ts from first day to passing probation
- Contract of employment



Principles of Performance Appraisal

Providing performance appraisal training and refreshers are essential for all managers responsible for appraisals. Firstly, people need the “tools to do the job” properly. Secondly, there should be common appraisal practice throughout a company.

So, this short course delivers the key principles involved for each the three stages - preparing, conducting and follow up. Not only does it provide the knowledge of what to do but also how to do it.

It's important because performance appraisals should be a welcome and an integral part of business, team and individual development. However, it seems the majority of managers and employees do not enjoy them and often question their value.

Therefore, both managers and employees will enjoy significant benefits from this performance appraisal training including:

- ✓ A simple, clear, short and structured process to follow
- ✓ Easier conversation, less confrontation
- ✓ Greater confidence tackling “prickly issues”
- ✓ Real thoughts and feelings aired
- ✓ Clearer expectations
- ✓ Less “tick box”, more value
- ✓ Stronger commitment to action plans

In summary, the immediate benefit is better appraisals conducted in less time. However, the biggest potential benefit is happier, more productive employees whom you are likely to retain for longer.

Structure: A ½ day session, face-to-face if possible; if not, by Zoom. Also available to be tailored to your company/team. Additional support is available if required (including updating job descriptions).

Topics Include:

- Factors affecting success
- Why appraisals go wrong
- Focus on the desired outcomes

Before

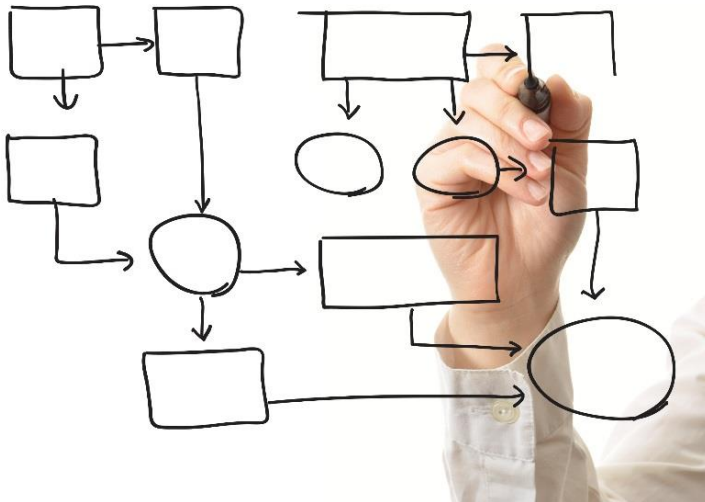
- Prepare properly for appraisals
- The use of scoring methods
- Pre-appraisal review form
- Improving job descriptions
- Facts and results, not opinions
- Establishing clear expectations
- Agreeing specific goals and performance standards
- Increasing responsibility and accountability within the team
- Getting your attitude right
- The appraisal environment

During

- Communication skills – questioning and listening
- Coaching to change/improve
- The different types of feedback and which to choose
- Body language dos and don'ts
- Analysing and correcting under performance
- The use of consequences in changing behaviour
- Understanding more about attitude and motivation
- “Addressing the issue”
- Using a process for training and development
- Appreciation of the things that can go wrong

After

- What to do after appraisals
- Using mini-appraisals to keep people on track
- Additional ideas for continuing improvement



Principles of Project Management

Finding a project management training course that's not full of theory or linked to a software programme isn't easy! Hence, this course was developed for those wanting something more practical and focused on management of people, workload and clients.

Here's why this project management training is the stand-out best choice:

- Each course is tailored to the purchasing company and the specific situations and challenges faced by those attending.
- It's appropriate to dealing with internal and external clients
- From the tips covered, delegates not only learn what to do but also have practice in how to do it.
- We deal with the realities of multiple priorities, shifting goalposts, lack of timely information, unreasonable clients, etc
- Providing project managers with the "tools to do the job" leads to more projects successfully completed on time, on budget
- The training contributes to protecting both personal and company reputations
- For a company, it also provides the opportunity to create a common approach and skill set amongst all project managers

"There is no doubt we now have a better trained, more confident, more effective project management team that will deliver better results for the business in the months to come." - Operations Manager, H&C Contracts Ltd

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team.

Topics Include:

- Introduction
- Review of typical challenges

Assessment Phase

- Stakeholder analysis and management
- Client profiling
- Establishing reporting channels and methods; communication
- Assessing the project
- Information gathering
- Agreeing outcomes/objectives
- Assessing resources

Planning Phase

- Workflow planning and scheduling new work
- Assessing the impact of changes and coping with it
- Managing expectations
- Establishing milestones to monitor progress
- Choosing and working with your project team
- Clarifying roles and responsibilities
- Teamwork under pressure

Management Phase

- Monitoring and managing
- Personal time management
- Handling multiple priorities
- Risk analysis
- Problem analysis methods
- Handling client delays
- Negotiating changing criteria or goalposts
- Delivering on time, on budget

Evaluation Phase

- A quick and simple method of project evaluation to drive learning and improvement



Principles of Presentation

This unique presentation skills training course will improve your confidence and your ability to influence people. Furthermore, you can use the tips in a variety of formal and informal situations. For example, with colleagues, customers, suppliers, your team, your Board, any professional group and in your day-to-day communication too.

The ability to present your ideas and influence people is a fundamental and important part of business today. In particular, opinions are often formed and decisions made on the strength of personal performance. Similarly, the first impression you create may impact future decisions.

Therefore, presentation skills training on how to perform at your very best can make a real difference to your success. In addition, it will help change people's perception of you. This is particular useful for those in senior management or sales whose primary role is influencing people.

You can trust Auricas

- Firstly, we are the experts. Few other providers have anything like 40 years' experience in training people as we do.
- Secondly, whilst we cover the theory in detail, it's all about the practical skill. To explain, we will help you develop the ability to express yourself with confidence, impact and influence. As a result, you will suffer less stress and also leave meetings feeling that you've performed to your very best.
- Thirdly, we only work with a few people at a time which creates a very supportive group. Alternatively, we can provide the coaching on a 1:1 basis. This might be especially useful if you have a big meeting or event coming up.
- Finally, you have to believe us but it's honestly fun! You will also be amazed at the progress you can make in this short period of time!

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team.

Topics Included:

Seven Practice Presentations

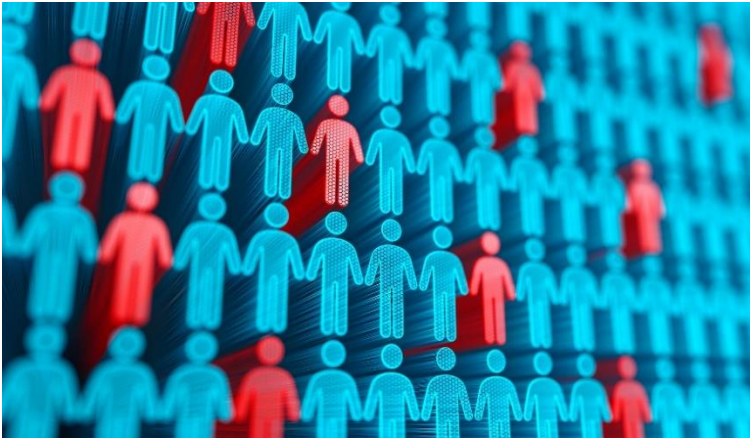
- Personal introduction
- Opening/closing a presentation
- Selling an idea
- Handling questions
- Thinking on your feet
- Developing impact/influence
- Motivating people

Comprehensive Support

- Safe environment to practice in
- Two experienced coaches committed to your success
- 1:1 feedback away from the group; personal action plan
- Discrete filming to show you the progress you're making
- Comprehensive course manual full of tips for future use

Tips & Techniques

- What makes a good/bad presentation?
- Strengths/areas to improve
- Personal appearance/impact
- Body language
- Audience and objective evaluation
- Using appropriate visuals
- PowerPoint dos and don'ts
- Handling questions
- Thinking on your feet
- Event management - factors likely to influence your presentation
- Preparing structure and content
- Remembering your key points
- Meeting room dynamics and adaptability
- Simplifying complicated information
- Attitude and stress control



Psychometric Profiling

Psychometric profiling will help you to get "round pegs in round holes" as part of a recruitment, assessment or promotion process. It's important because ensuring someone is suited to a role means they are more likely to be happy and successful.

The alternative can be an expensive. The cost of a recruitment failure is eye-watering. Someone encouraged down the wrong career path usually leaves. An otherwise good person promoted into the wrong role can seriously affect a team.

So, based on over 40 years' experience of evaluating key people, we can help you apply psychometric profiling to three key areas:

- **Evaluating and Developing Existing Key People:** This can help a manager in terms of team building, allocating the right responsibilities to the right people and adapting the best approach to that individual.
- **As Part of a Promotion Process:** Helping you successfully match the right person to the right role.
- **During Recruitment:** Providing that essential independent, third-party evaluation to reveal a candidate's true characteristics, preferences, dislikes, limitations, etc.

Structure:

There are 4 stages we usually follow:

- Discussing the role to establish the benchmark
- Completion of the 10-min multi-choice questionnaire by the candidate
- Analysing/evaluating the results based on our experience
- Producing a report then discussing it in depth with you

The basic report includes:

- Self-image – who is the real person underneath?
- Basic characteristics and behaviours of this person
- Motivation – wants and needs
- Job emphasis – what type of job would best suit this person?
- Work mask – the "front" they may put on to others at work
- Behaviour under pressure
- Source of any current stresses
- General comments
- Strengths and possible limitations
- Suggested interview questions
- One choice of a management, sales or technical audit – these highlight potential strengths and limitations for the role

Additional reports include:

- Other choices of management, sales or technical audit
- Job Comparison – comparing the individual to the specific, personal characteristics required in a job
- Managing - how to best manage this person
- Career guidance

The Personality Profile Analysis used is registered with the British Psychological Society and was audited against the technical criteria established by the European Standing Committee on Tests and Testing, part of the European Federation of Psychologists Associations. This highly respected assessment has a 40-year pedigree and is available globally in 56 languages and in 60 countries of the world.



Sales and Marketing Strategy

Every company needs a written sales and marketing strategy that will deliver the required sales revenue. It's critical to survival let alone growth. Otherwise, expecting better results by doing the same old thing is a definition of insanity as suggested by Albert Einstein!

It may be that sales and marketing is not your professional skill set. You may not be aware of the huge variety of ideas and options available. It could be that it's just proven difficult to find the time to produce detailed plans. Perhaps you're fed up with just adding a bit more each year and want a real breakthrough instead.

You can trust Auricas. Firstly, our extensive and on-going research into best and worst sales and marketing practice. Secondly, approaching 40 years of experience of helping companies achieve measurable improvement in performance! In summary, we help you to:

- ✓ **WIN** new customers
- ✓ **GROW** more business with each customer
- ✓ **KEEP** customers for longer
- ✓ **RESURRECT** old customers
- ✓ **INCREASE** both the value of sales and profit on sales
- ✓ **RAISE** the number of sales people consistently hitting target
- ✓ **IMPROVE** your chances of retaining successful sales people
- ✓ **FOCUS** on your most profitable products/services/customers
- ✓ **REDUCE** the time the sales cycle takes
- ✓ **TRIM** the cost of sale

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team or on a 1:1 basis.

We commit an additional day's work to cover preparation, collating outcomes then presenting you with a report and recommendations.

Topics Include:

Review

- How the market is changing
- Best sales model and method to suit your market/company
- Sales metrics review
- Product/services review
- Customer review
- Market sector review
- Marketing review
- Brand review
- Competitor review
- Sales process review

Objectives

- Setting targets: new, existing and old customers
- Responsibility/Accountability
- Which customers to spend more time/less time with
- Account development plan
- Customer buying periods
- Capacity for growth - impact assessment of increased sales

Strategies

- 10 strategies for growth
- Marketing or sales led
- Brand Awareness vs Lead Generation
- Different routes to market
- Territory allocation/focus
- Target markets
- Ideal customer and sale profile
- Target prospects
- Defining your competitive edge

Tactics

- 20 ways to build a better prospect/customer database
- CRM – record/use information
- 24 non-digital marketing tips to generate more enquiries
- Prospecting activity
- 10 digital marketing tips to save time, money and generate both better and more enquiries
- 8 different methods of communicating to your market
- Price and discounting issues
- Sales management



Principles of Sales Management

Investment in sales management training for the person leading the commercial team makes sound economic sense because even small improvements can produce significant gains, effectively meaning the training is free!

It's applicable to any established sales director/manager looking for tips and methods to improve sales performance. It will also be particularly useful for someone in charge of a sales team who has no sales experience. Furthermore, it's ideal for someone new to the role of sales manager.

So, what improvements are you looking for? Winning new customers? Increasing sales to existing customers? Improving profitability per sale or perhaps, customer retention? This training can help you achieve all of these. We're not afraid either of agreeing specific objectives, unlike some others who just want to sell you a course.

We know managing, developing and retaining a successful sales team is challenging. For example, few sales people consistently achieve target yet getting them to do enough of the right things to make that happen is always an issue; in particular, moving people from doing what's comfortable to what's necessary! Even assertive, successful sales people create particular sales management challenges.

With over 40 years' experience of training sales people in how to improve performance, few have our expertise. Our research has also identified 25 reasons why sales people may be underperforming and overall, over 70 reasons why salespeople fail! Consequently, this forms the basis of our training which is packed full of useful tips.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Also available to be tailored to your company.

Topics Include:

- Review of your current sales and marketing objectives, strategies and tactics
- The job of sales management

What should be happening?

- Key activities and results
- Setting targets
- Defining the working week
- Organisation and efficiency
- Office visits
- Defining a good sale
- When is a sale a sale?
- Prospecting
- Job description

What's actually going on?

- Sales and marketing audit
- Re-establishing expectations
- Reporting
- Diary analysis
- Walking a mile in their shoes
- Customer feedback
- Testing current expectations
- Company marketing support
- Sales metrics analysis
- Other people affecting sales

The Act of Sales Management

- Monitoring/spot-checking
- Analysing sales metrics
- Publishing sales performance
- Analysing under performance
- Coaching to improve
- Benefits and consequences
- Managing high performers
- Incentives/competitions
- Different types of sales people
- Psychology of successful habits
- Motivation, productivity and work ethic
- Managing field-based workers
- Sales meetings
- Communication



Principles of Sales Recruitment

Recruiting successful salespeople isn't easy. In fact, our on-going research indicates that many salespeople today are actually unsuited to the job! Therefore, it's no surprise that few consistently hit target.

Furthermore, if a salesperson fails to live up to expectations and leaves or gets fired, the cost is likely to exceed £50,000. Conversely, there are significant consequences if a poor salesperson stays e.g.

- Missed sales opportunities
- Over-reliance on and exposure to existing customers
- Low profitability from giving in to price pressures
- Pressure on the sales manager to personally make up shortfalls
- An increasing expectation that expensive marketing will solve all

Based on 40 years' sales consultancy and coaching experience, Auricas developed a unique training course to help companies to recruit successful salespeople. As a result, you can identify those who are genuinely "sharper than the rest". In particular, we reveal:

- ✓ **14 potential sources of finding good salespeople**
- ✓ **28 qualities of successful salespeople**
- ✓ **70 reasons why, according to research, salespeople fail**
- ✓ **84 essential and revealing interview questions!**

In summary, the training will significantly reduce the likelihood of costly failures and significantly increase your chance of finding a great salesperson. In addition, it will help you improve the performance of your existing team.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Also available to be tailored to your company.

Topics Include:

- The list of 70+ reasons why salespeople fail
- Context including past experiences, cost/benefit, market conditions, changes in buying patterns, etc.
- Readiness of business, sales and marketing plans
- Understanding the different types of salespeople
- How sales cycle, sales process and sales method impacts
- Capacity for sales growth
- Managing expectations
- Working practice/work ethic
- Why sales managers recruit poor salespeople
- The 6 essential profiles for ensuring "best fit"
- Reward/remuneration package
- Providing the tools for the job
- Preparing a good advert
- 14 potential sources where you can find good salespeople
- 28 qualities associated with great salespeople
- Interview dos and don'ts
- 84 incisive and revealing interview questions
- Use of tests/exercises
- Understanding psychometric profiling to help ensure best fit
- CV analysis and references
- Selection criteria and process
- Induction and training
- Probation – it's critical role
- Time/territory management
- Sales management practice
- Monitoring and reporting
- Feedback and coaching
- Habits of success
- How to keep good salespeople
- Why sales managers keep poor salespeople



Principles of Selling

Auricas sales training is not a course; instead, we provide training to improve specific sales metrics. This means it's tailored to your market, your sales team, your selling situations, your products/services, your overall sales objectives.

This approach is fundamentally different to just "a sales course" and produces measurable increases in sales performance; hence it's self-funding!

Based on 40 years of evaluating best and worst sales practice, this exceptional training will help your team:

- **Win** new customers
- **Grow** sales with existing customers
- **Keep** customers for longer
- **Resurrect** old prospects and customers
- **Increase** sales value and gross profit
- **Improve** personal organisation, efficiency and productivity

It addresses all elements of attitude, activity and ability, helping to move a sales team from doing what's comfortable to what's necessary in order to hit sales targets more consistently.

Structure: 2 x 1-day sessions held on your site (if possible) or 4 x ½ days of fully interactive training via Zoom. We recommend sessions are held 2-4 weeks apart to allow time for application and absorption. Tailored to your company/team.

A comprehensive course manual, certificate and a post-course review to focus on continuing improvement are included.

Topics Include:

Focus, Organisation, Efficiency

- Benchmark sales metrics
- Personal development priorities
- Organisation and efficiency
- Time / territory management
- Ideal customer / sale profile
- Target prospects
- Competitive edge
- Testimonials
- Product/Service knowledge
- Company marketing support

Creating Sales Opportunities

- Account analysis/development
- Prospecting activity
- Prospect/customer database
- CRM system | GDPR and PERC
- Non-digital / digital marketing
- Communication methods
- Resurrecting old customers/prospects
- Prospecting letters/emails

Making Appointments

- Two stages a) Getting through
b) Making the appointment

The Sales Meeting

- The importance of image
- Building relations | Establishing credibility | Establishing purpose, value and interest
- Needs analysis
- Developing an outline solution
- Preparing and presenting recommendations
- Handling objections
- Price/Discounting issues
- Reaching agreement to proceed

Post-Sale/Customer Retention

- Issues affecting future sales – Delivery, Finance, Performance
- Add-ons | Saying thank you
- Keeping in contact | Customer satisfaction | Adding value

Develop a Winning Mentality

- Positive attitude
- Take setbacks in your stride



Winning More Pitches!

Investing in winning more pitches training makes commercial sense considering the high value of business at stake. Subsequently applied to future pitches, it could represent the best invested you've ever made!

Why is pitch training so important? An enormous amount of time and effort usually goes into preparing for a pitch. Then you get your "live or die" moment! Whilst unfair and even illogical, the fact is that decisions will be primarily influenced by personal performance on the day.

Providing winning more pitches training for your team will put you ahead of many of your untrained competitors. That's because some still think they can get away with it on just ego and experience alone! In addition, you will also have an advantage over those who fail to recognise that a pitch is selling, not just telling.

You will know the pain of losing good business to a competitor. Equally, seeing a chance just fade away with a half-hearted, "We'll let you know" is frustrating. So, why risk it?

You can trust Auricas. We have over 40 years' experience of successful presentations and expertise in training others to have more impact and influence.

Get us involved early in the process though. That way you don't waste time, effort and money on preparing the wrong things in the wrong way. Likewise, you will avoid having to admit "It's too late to change it now" despite realising it's not the best.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team and ideally, a forthcoming pitch.

Topics Include:

Organisation

- Scheduling all activities up to and including pitch
- Ownership and responsibility
- Checking people and resources
- Preparation time and practice
- Benchmarking past results

Preparation

- Building your pitch team
- Developing a client profile
- The client's "corporate climate"
- Past/current/potential suppliers
- The client's customers
- The actual pitch environment
- Pitch audience profiling
- Evaluating the competition
- Asking questions to establish wants, needs and desires
- Revealing importance/urgency
- Multiple decision makers
- Tailoring your pitch
- Content/structure of your slides
- Graphics, diagrams, fonts
- Practice

On the Day

- Presenting not performing
- Opening and closing
- Handling objections/questions
- Decision makers/influencers
- First impressions
- Advice on dress, grooming, etc
- Corporate image consistency
- Using visualisation for impact
- Explaining technical content
- Selling your company
- Tips on using PowerPoint, overheads and flipcharts
- Reducing stress/fear/pressure



Principles of Commercial Negotiation

Auricas commercial negotiation training will give anyone involved in selling a huge advantage. Remember, most prospects and customers are not formally trained negotiators. For this reason, you'll have the edge at last!

In particular, that means not having to "roll over" on price and take a poor deal. Most importantly, it means you have more control over your sales process which leads to more profitable sales.

Based on 40 years' experience of helping businesses, teams and individuals to win more business, the training is packed full of useful tips.

We take a practical approach; rather than try and turn delegates into "world experts", the aim to make the tips and techniques as easy to remember and apply as possible. Delegates are asked to bring their own "real life" examples along so we can discuss specific situations not just talk about the theory.

Focus is on two aspects: **the person** – building and maintaining relationships whatever the outcome and **the "problem"** – dealing with any barriers to agreement (deliberate or otherwise). Both must be addressed for successful negotiation.

In summary, this exceptional course is for you if you want to increase your ability to win more profitable sales.

Structure: ½-day session face-to-face if possible; if not, by Zoom. Tailored to your company/team.

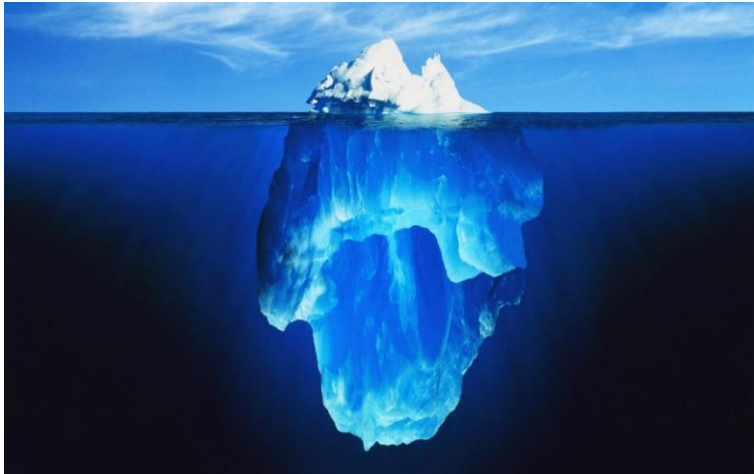
Topics Include:

Dealing With The Person

- Focus on building stronger relationships
- Getting off to a good start when meeting people for the first time
- Adopting the right frame of mind to listen then act and not to react to what's said
- Handling emotional situations
- Non-verbal communication; picking up those vital non-verbal signals we all give off
- Adapting your style, language and approach to different personalities

Dealing With The Problem

- 7 essential negotiating principles; spot and use them
- 4 step method of handling objections effectively
- 7 common types of objections or hesitation and how to deal with them effectively
- 12 objection causes and how to stop them occurring
- 18 negotiation ploys - how to spot them, what to do about them and how to use them
- Presenting more acceptable solutions using a basis of prior agreement
- Generating emotional buy in and providing reassurance



Commercial Awareness for Non-Sales People

Commercial awareness training for non-salespeople can make a huge difference to winning, keeping and developing customers.

It's important because people in non-sales roles have far more customer contact than those in sales. For example, team members in production, technical, sales support, delivery, finance, operations, etc.

However, few appreciate the personal impact they can actually have – positive or negative – on a commercial relationship. In particular, that the impression created by their attitude and what's said (or not said) directly influences customer decisions.

Therefore, some basic commercial awareness training will not only raise awareness to the problems but also the opportunities. Helping a customer to get what they want and need is both good customer service and commercial awareness.

Furthermore, knowing what to say, what not to say, how to say it and when to say it are crucial. This is especially important when a non-sales person is included in the sales process.

Why choose Auricas

The Auricas team have been helping businesses, teams and individuals to develop customer service and commercial skills for over 40 years. This training also offers a unique combination of customer service attitudes, behaviours and skills plus commercial awareness and skills to spot and progress (or hand over) a sales opportunity with more confidence.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team

Topics Include:

Communication

- Asking questions/listening
- Communication methods most appropriate to the message or situation
- Adapting to different people
- Building relationships
- Reporting information
- Communicating bad news

Organisation and efficiency

- Honouring promises
- Time/workload management

Customer Service

- Customer satisfaction
- "World Class" customer service
- Above and beyond the call of duty
- Creating a great 1st impression – written, spoken, non-verbal

Handling problems/complaints

- What people do wrong
- The emotions involved
- Using the 6Rs approach
- Building confidence and control

Commercial Focus

- Defining commercial awareness
- Awareness of competitive edge
- What does a good commercial opportunity actually look like?
- Steps in a commercial process
- How to start a commercial conversation
- Basic needs analysis
- How and when to hand over to the sales team
- How to progress a commercial opportunity yourself
- Upselling
- Scoring "own goals" – what are some of the inappropriate things people say and do



Principles of Customer Service

Customer service training is essential for everyone who “touches” a customer. For example, team members in production, technical, sales support, delivery, finance, operations, on-site, in-store, etc.

It’s important because many staff are unaware that they are company ambassadors. Furthermore, that they can directly influence the the company’s business by their attitude and by what they say and do.

We are all far more aware today of the customer service we receive and also, more willing to express dissatisfaction. If not face-to-face, then by email or on social media. Customers also change suppliers more frequently than ever before, given the slightest reason to do so.

Why choose Auricas

With over 40 years, experience in customer service improvement, the Auricas team can reasonably be considered experts.

The training focuses on making a customer feel special, individual and important in today’s competitive world. Tailored to each customer and the situations your team faces, we build in real life situations and challenges.

We believe that delivering “World Class” customer service is less about techniques and more about attitude. Less about perfection, more about how you deal with those inevitable occasions when things go wrong. It’s also about a person’s sense of enthusiasm and their willingness to go out of their way to help.

Structure: 1-day session face-to-face if possible; if not, 2 x ½ day sessions by Zoom. Tailored to your company/team

Topics Include:

Change/Improvement

- The need and opportunity for change/improvement
- Benchmarking current practice
- Defining best practice

Communication

- Communication methods most appropriate to the person, message or situation
- How to adapt your approach to different people
- Building stronger relationships
- Reporting information to the right people in the right format
- Asking questions/listening
- Communicating bad news

Organisation and Efficiency

- The importance of honouring promises to do something
- Time/workload management
- Time management tips
- Scheduling workload

Service Ethos

- Creating a great 1st impression
 - written, spoken, non-verbal
- Right first time, every time
- Accepting ownership and responsibility
- Clarifying authority levels
- Going above and beyond the call of duty

Teamwork

- Teamwork
- Trust and co-operation

Note: We recommend that the delegates’ manager also participates so that he/she can subsequently reinforce and role model the training.



Exhibition Staff Training

Exhibition staff training is essential considering the huge amounts of time, effort and money involved in exhibiting. However, judging by the poor standards of attitude and behaviour you often see demonstrated, it's clearly been overlooked by some! For example:

- Poorly prepared with no sense of objective, strategy or technique
- Lacking confidence to approach prospects or conversely, being too assertive and scaring people away
- Appearing bored and that they would rather be elsewhere
- Harming their company's image by their appearance or habits
- Far too much time being spent with some visitors (especially known contacts) and not enough time unearthing hotter prospects
- Handing out sales literature like confetti, not asking questions
- No consideration of visitor psychology and behaviour
- Atrocious record keeping of critical information, etc, etc.

Under these circumstances, your company has a huge opportunity to take advantage!

Auricas exhibition staff training is unique and based on over 40 years sales development experience. We firstly benchmark against previous exhibition outcomes. Next, a ½ day of bespoke training is provided to your team in advance of a major exhibition. Afterwards, we help you collate and review the metrics to compare performance.

We have never failed to deliver spectacular improvements i.e. higher numbers of better quality sales leads.

Furthermore, the training will ensure a consistent, professional, systematic approach throughout your exhibition team.

Structure: ½-day session face-to-face if possible; if not, by Zoom.
Tailored to your company/team

Topics Include:

- Specifically linking corporate goals and exhibitions
- Establishing pre-determined and personal objectives
- Establishing return on investment measures
- Ideal delegate profiling
- Pre-exhibition marketing
- Stand positioning, layout, content and image
- Stand dos and don'ts
- That vital first impression
- Importance of personal image to your company image
- Communication skills
- Networking successfully
- Using a quick and simple value proposition to generate interest
- Finding something to say
- Handling the first 30 seconds of meeting someone
- Creating interest in your company
- People walking past the stand
- People approaching the stand
- Strategies for other attendees
- Building relationships
- Securing future appointments
- Remembering names
- Recording vital prospect information quickly/accurately
- Giving something away
- Exhibitions as a potential recruitment source
- Follow up strategy and actions

"We achieved a 300% increase in leads generated compared to the same event last year as a direct result of the coaching." - Deputy Marketing Manager BM TRADA Technical

In conclusion and arguably the most important is the business case for investing with Auricas...



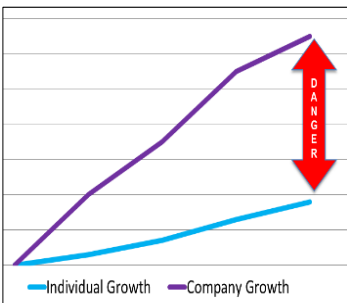
“Tools to to the Job” – Providing key people with the “tools to do the job” through formal training is essential. It’s otherwise completely unreasonable to expect them to know what to do, how to do it or have any degree of confidence or skill in doing it. Training is especially required at times of change and when taking on new responsibilities. Over time, human nature leads people into the habit of doing what’s comfortable rather than maybe what’s necessary so formal training is also useful in providing experienced key people with an essential “tune up”. Having your team as the better skilled people in your marketplace is one of the best ways of your company developing a competitive edge.



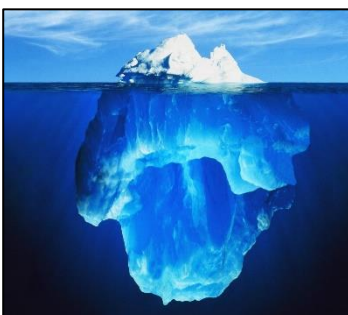
Return on Investment – Auricas consultancy and coaching helps companies produce measurable improvements in business, team and individual performance far in excess of any investment made. Whether its less senior management time having to be spent in day-to-day issues or specific metrics such as sales, profit, productivity, efficiency, delivery on time/on budget, staff and customer retention, quality, etc, the fact is that better trained people produce better business results; it also means you have a stronger base for profitable growth. By comparison to not investing, it was Albert Einstein who suggested, “The definition of insanity is doing the same thing over and over again and expecting different results”



2+2=5 Effect – Whilst investing in individual development brings rewards, there are huge advantages when all members of the crew are given the same training. It means everyone is working in synch using a common language, common principles, common processes and common practices. When this happens, not only do you get a 2+2=5 effect with the team performing better than the sum of the individuals, it also creates a “this is the way we do things round here” culture.



Demands vs Capability – Without investment in development training, the demands of a changing/growing business will soon exceed the capabilities of its people. Typical symptoms include an increase in problems, frustrations and stress; people may feel unable to cope, taken for granted, even hesitant about making decisions; willingness to do things above and beyond the call of duty will reduce. Change will be resisted, either consciously or sub-consciously. This all has a direct impact on business metrics such as speed of response, quality, attention to detail, staff retention, motivation, meeting deadlines, profitability, productivity, etc. Further growth becomes unwise as the problems (and stresses) just get worse!



Potential – Just how much additional productivity or performance are you potentially missing out on? It will concern you to know that, based on our on-going research over the last four decades into best and worst practice, many companies are completely unaware that they are missing on on significantly higher levels of productivity and performance; of course, better performance also leads to higher profitability. Using the principle of marginal gains (small improvements in many areas rather than big improvements in a few), Auricas’s consultancy and coaching expertise is guaranteed to produce measurable improvements in even in the longest serving members of your team, let alone those learning their trade.




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