



# Training Support Services

RUSSELL WOOD



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## Our Training Objective

To establish value for money, simple and effective training and support systems for;

- a. Individuals
- b. Multiple Tenants
- c. Regional Brewers
- d. Pub Companies
- e. Operators

## Training Style

Our style of training is to engage with people and to get them engaged in our content. We encourage challenge and debate relevant to the topic. We don't like sit down Powerpoint lectures, so if you are attending on one of our courses you should be prepared to participate. No two courses are ever the same because each client has a different culture. We want to relate with your business, so we will want to understand its ways of working, opportunities and challenges before any training session is delivered.

## The Customer Experience

Success is rooted in the Customer Experience. All of our training revolves around the goal of achieving a consistently great customer experience and putting in place the systems and tools to keep your reputation in the right place and gain a steady stream of referrals by succeeding "inch by inch".

## Sales Through Service

We are accredited Sales Through Service trainers. Our courses are always bespoke to your business and based on the principles in our training topics explained below. We write each course from scratch so that your business and people can relate to the content, own it and implement it.



## Investors in Feedback

We explain the need for accepting and being honest with feedback and explain that without it you cannot continually improve as a business, whether you are an individual, an SME or a corporate business. We propose simple, cost effective systems for gathering and reviewing feedback to help you to understand the next steps.



## The Customer Focussed Mission

We work with you and your team to consider your competitors, your market place and your place in it. We establish your goals and your business objectives and we help you to create your own Customer Focussed Mission, in your own words, that you and your business can confidently stand behind. You will establish and understand your “Customer’s Real Needs”.



## Go the Extra Inch

Too many targets and objectives fail because the measurement is unrealistic, either in quantum or in time. Most people like to achieve. Our strategy of identifying the inches, agreeing timely actions, and then measuring and reviewing the results before creating the next inch keeps people engaged, enthused and continually driving forward. Forget the extra mile, it is too easily discredited!



## Great or Poor?

How to build reputation, customer loyalty and sales, while also reducing costs through delivering consistent & continually improving customer experiences is the essence of “GorP”. We argue that there’s no real middle ground and being satisfactory or managing your business to a satisfactory score is just not good enough, even though it might tick a box!



## We Boobed!

We can help you to understand why mistakes are made and how instantly vulnerable you are to them in this Social Media World. Recovering from those mistakes is the key and we provide simple ways of implementing recovery strategies and regaining the customer’s trust.



## Elastic & Velcro Marketing

This is our descriptive way of describing customer loyalty, referral and reputation marketing. It works alongside our Customer Focussed Mission; Going the Extra Inch and understanding the Customers Real Needs. We also refer to the necessity for investing in simple feedback systems as the core marketing principle.



## Win:Win Negotiation

Nothing really lasts unless it is genuinely win:win.

If any party feels that they have not really got what they want, whether that is price, quality of product or service for example, then they have compromised and that is not a good foundation for your future referrals and sales.



## The Effective Use of Time

The objective is to give delegates the time to stop and think, learn how to manage time and activities more effectively and take specific steps to develop and improve effectiveness immediately and ongoing. We want delegates to understand their real issues and find effective solutions. We also look at time bandits and how to deal with them!



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## Rates

Our rates are published on our [transparent rate card](#). We would be pleased to negotiate these charges with you based on your specific requirements.

## The Reputation Book©

The Reputation Book is co-written by Guy Arnold and Russell Wood and published by LiD Publishing 2017. The objective of the book is to use simple systems to supercharge your reputation and boost your sales and referrals in the Social Media world, online and offline.  
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