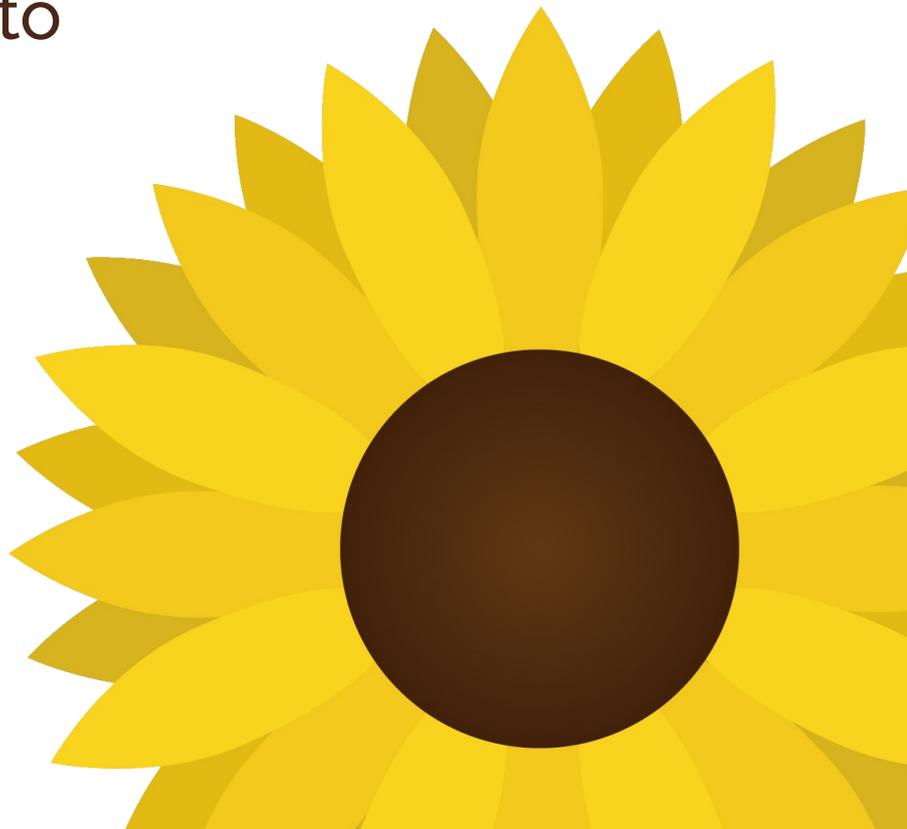




reed
consultants
Talent Development

UNLEASH
YOUR
BUSINESS
POTENTIAL

We take the talent
that exists in all people
and encourage it to
grow.



www.reed-consultants.co.uk

Hello!

I'm Sue Reed and my passion for developing individuals drives me to design new and engaging programmes that people really enjoy doing, whilst discovering skills and abilities they never knew they had.

My years of experience in Business to Business training and HR expertise together with my overall learning philosophy, provides an engaging alternative to standard training providers.

I am an endorsed training partner of the Institute of Sales Management (ISM), and certified by TAP as well as being a Trainer and Ambassador for the Builders Merchants Federation (BMF).



Our programmes are designed for a wide range of industries including heavy engineering, builders and plumbing merchants, supply chain, logistics and power suppliers.

We design programmes for Induction, Operational Management, Sales Excellence, Well Being and Leadership. Offering a full blended learning solution to include not only workshops but also digital content, Knowledge Expert Guest Speakers and post-course mentoring to ensure implementation into the business.

We provide both established, proven programmes as well as offering a unique 'Pick & Mix' approach where any modules can be selected to create bespoke courses.

Neither myself or my team of Associates are your traditional facilitators.

We make training come alive!

It's All In The Numbers

98.5%

Overall customer satisfaction rating

12

Internal Knowledge Experts trained to deliver in-house company training

4

Awards won - Institute of Sales Management and Institute of Builders Merchants

24

Leadership E-learning modules designed as part of blended learning programme

28

Delegates individual ISM accreditation

£429K

Growth sales in six months via the Rising Stars Sales Graduate Programme

2

Area Director Assessment Centres

3

Pick & Mix in-house bespoke company programmes designed and delivered

32%

Increased profit margin on £146K via the Essential Sales Management Programme

80

Sales behavioural tactics and 360 degree feedback questionnaire

30

Delegates across 12 companies enrolled on the open-calendar TTF Essential Sales Programme

Our Philosophy

We design and deliver bespoke, award-winning talent development programmes, which can be fully customised to suit each individual client. Both of our Sales Programmes are endorsed by the Institute of Sales Management.

Best described as 'bespoke with a difference', each programme incorporates agreed company competency frameworks as well as policies and procedures. This makes each programme unique.

We ensure that it is never 'death by PowerPoint'; our programmes are engaging, interactive and fun.

We help to identify the internal knowledge experts within each company and then implement 'train the trainer'. By incorporating their knowledge within the programme, it ensures learning is retained and utilised long after the programmes have finished.

Our programme measures of success include Commercial Results, Life Long Business Skills, Business Improvement Projects, Leadership and Behaviour Changes together with a Talent Pipeline.

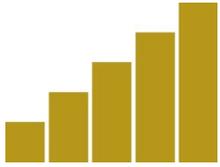
Our Key Unique Selling Point

A unique service provided by Reed Consultants is the Pick & Mix approach. Clients create their own personal programmes to be completed within an agreed timeframe. Any modules from the Reed portfolio can be combined, with the resulting programme having its own bespoke branding and content which is exclusive to your company. Our training is very practical and focused on real-world situations and topics. From the outset it is important we understand the current business drivers to input into the training. We offer business improvement projects both to grow competencies and business excellence.

Another USP is our blended learning, provided by our consortium of associates.



Programmes We Deliver



Essential Foundations of Sales Management

Essential Foundations of Sales Management is a twelve month programme accredited by the Institute of Sales Management (ISM). It instils over 80 sales strategies to increase a growth mindset and brand awareness in a competitive market. The programme includes a 'Profitable Portfolio' project to measure applied learning and a profitable growth sales target. ISM (Institute of Sales Management) modules include Induction, Selling & Me, Project Management, Ultimate Sales and Deliverable Results.

Sales Excellence



The Sales Excellence programmes are dedicated for Sales Managers who want proven techniques and skills to leverage the sales performance of their teams. It will equip Sales Managers with the skills to professionally lead their teams from 'Good to Great'. The full programme is designed and delivered to build on the ability and behaviours through: Personal Effectiveness - Managing Self; Organisational Performance - Delivering Results; and Interpersonal Excellence - Managing People. Upon completion and presentation of a 90 Day Sales Excellence Action Plan the delegates will be accredited by the Institute of Sales Management (ISM).

Manage, Lead, Inspire

Manage, Lead, Inspire is a four module programme aimed at managers with a minimal experience in managing a team. Perfect for those currently in a leadership role, who have received limited opportunities to develop in Leading Themselves or Leading their Business Teams. Topics include The People Managers Role, Delivering High Performance, Task Management to Get Results, If I Only Had Time, Operational Excellence and Team Dynamics.

**MANAGE
LEAD
INSPIRE**

Programmes We Deliver

PROMAN - Fundamentals of Project Management



The PROMAN 5-day development programme covers the key areas considered fundamental to successfully project lead a business project from start to finish. A toolkit of transferable project management techniques, skills and behaviours within three key phases; Phase One - Project Initiation, Phase Two - Project Planning and Phase Three - Project Control. Key topics include Project Life Cycle, Schedule Resource Management, Risk Management, SMART Project Management and Project Dashboard.

High Performance Teams



The High-Performance Teams development programme focuses on the importance of Team Building, Team Work and Team High Performance within any business. It will equip managers with the skills to professionally lead individuals or teams to deliver high performance for themselves, function and the business. All aligned to the company productivity and meeting company objectives. Topics include High Performance Team Tactics, Coaching Culture, Operational Excellence and 100 Days Good to Great.

PICK & MIX

Bespoke Programmes

Pick & Mix: We engage with clients to create results driven programmes, tailored to their needs.



reed
consultants
Talent Development

Other Programmes

Leadership

- People Management Skills
- Developing Leadership Skills for Supervisors
- Managing for Success
- Senior Management Assessment Centre - Mind the Gap

Sales

- Increasing Sales on the Telephone
- Excellence in Customer Service
- Stress in Sales - How to find the right balance

Operations

- Pride in Stock Management
- Train the Trainer

Timeline

2016

Reed Consultants formed and started working with a variety of clients in the UK and internationally

2017

BESMA Sales Development Programme Award

2018

BESMA Rising Star Awarded to a delegate trained by Reed Consultants

Became an ISM Endorsed Training Partner

Uncover the Leader in You programme, endorsed by the Institute of Builders Merchants

2019

Partnership with LMS provider to design and deliver a bespoke Excellence in Sales Management Programme

ISM (Institute of Sales Management) Judge

Launched the TTF (The Timber Federation) Essential Sales Management Programme

BMF Trainer providing 8 Leadership Programmes, 3 Sales Programmes (2 accredited by the Institute of Sale Management) and 5 Induction and Operational Programmes

2020

BMF (Builders Merchants Federation) Ambassador

Testimonials

"Can I firstly say that was one of the best training sessions I have had the pleasure to attend. You rocked it. It was entertaining from start to finish and well worth attending. I learnt a lot about myself about how to push on to make me succeed. If you have any more courses I will definitely attend!"

**Sales Support Administrator
Crossling Plumbing & Pipeline Merchants**

"Sue's skill in keeping the group interactive with activities throughout the sessions was key to this success. Interaction between the group and the tutors was excellent.

The group found this delivery style unique and engaging. It was clear to see that their attention was fully committed on all 3 days. Both Sue and her associate presented us with a very professional, tailored, and engaging sales course. It was unique and fitting for our business and completely fitted the brief for LBS. I feel both delighted and privileged to work with such great people who work hard and have the ability to make the learning experience for our teams enjoyable and fun.

Sterling Work all round.

**Training Manager
LBS Builders Merchants**

"I had such a great day! I can truly say that is the best course I have been on yet! Feeling very excited and determined about the course already! Makes you feel excited about working in sales and the future it holds."

**Merchant Sales Supervisor
Sodra**

"I was blown away with the professionalism, confidence and presentation skills, along with the desire each graduate conveyed in their approach to ethical selling. This is clearly impacting on the increased revenue and outstanding customer service. Sue's passion and expertise are clearly crucial to the success conveyed which are the core to the ISM's mission in terms of developing the next generation of Sales Professionals. Howarth Timber are leading the way in terms of investing in the professional development of their Sales people which they rightly view as crucial to their ongoing commercial success. The returns on investment around this programme are clear to see and I look forward to building on our partnership while recognising Howarth Timber through ISM media channels."

**Corporate Account Director
Institute of Sales Management**

"Sue has run our Essential Foundations of Sales Management programme - Rising Stars, for two years now with great success; culminating in Josh Chaplin winning the 2018 BESMA (British Excellence Sales Management Award) - Rising Star category.

Adding academic training to their day to day experience and on the job training really does fast track the development of our rising stars – understanding the "how" and "why" is so important. Sue's course content and style of delivery is absolutely right for our young people as they begin their career journey. She is also excellent at ensuring the whole business is engaged with the course so that Branch Managers, Area Managers and even the MD are involved with the group as they progress through the course and beyond into their careers.

The added benefit of Sue being a Fellow of the Institute of Sales Management and the fact that her courses have attracted ISM accreditation is testament to the value they deliver.

Well done Sue for working your magic and for caring so much about the delegates."

**Commercial Director
Howarth Timber**

"The Train the Trainer programme content was informative, thought provoking and fun. Sue is a pleasure to train with, her great humour and relaxed training style sparks curiosity and inspires confidence to facilitate in an effective manner. I learnt how to apply the four levels of Kirkpatrick evaluation model and the 70% / 20% / 10% learning model. Sue's support in helping me design my one day product knowledge workshop within the Rising Stars programme, helped me to discover my own self confidence and become a knowledge expert trainer."

**Stock Controller
Kent Blaxill**

"Working directly with Sue enabled Crosslings to create an exclusive three-day management and leadership programme, which not only provided the best fit for the business but was also pitched at a level that suited all delegates – no mean feat as the group was diverse in terms of job roles and leadership experience. The feedback has been extremely positive. The interactive presentation style proved particularly popular and I can see delegates using the techniques and problem-solving methods they were taught. We will definitely repeat the course for others and will only tweak it if we need to better fit the roles of the next cohort of delegates."

**Distribution Manager
Crossling**

We Make Learning Engaging



Award Winning

Together with our partners, we have worked with a number of great organisations over the years and our programmes have been recognised with some fantastic awards including:

★ Jewson Management Trainee Programme



★ BESMA Sales Development Programme Design

★ BESMA Rising Star



Partnerships



We'll help you create the next generation of talented individuals, to support the future growth of your business.

The Next Step...

Please contact us by phone, email or via our contact form on the website to arrange an informal 1-2-1 meeting. We will discuss your current and future business challenges and how Reed Consultants can work with you to positively impact your bottom line.

Tel: **07834 572818**

Email: **contact@reed-consultants.co.uk**

Web: **www.reed-consultants.co.uk**



Registered in England no: 10545565
Copyright R&S Reed Consultants Ltd 2020

