

# Consortium of Development Partners help Howarth Timber delegates achieve their 6 month milestone

Howarth Timber delegates were delighted to receive their 6 month certification following successful completion of a number of workshops including:

- 0-6 Months Branch Operational Excellence
- Selling & Me Workshop
- Deliverable Results Workshop
- Ultimate Sales Workshop
- Project 1 - Customer, Competitor & Social Media Analysis Presentation
- Project 2 - Deliverable Results Action Plan



The Howarth Timber Graduate Sales delegates pictured receiving their certificates, with Sue Reed (left) and Alison Edgar (right)

The certificate is part of the Essential Foundations of Sales Management programme and was presented by Alison Edgar who was highly impressed by their collective sales results ROI.



The workshops involved a number of Reed Consultants Consortium partners, coming together to deliver key sessions. One such workshop was designed and delivered by Astrid Ennis of Starr Works. Sue worked in partnership with Astrid to include this specialist two hour session, in order to raise awareness and help delegates understand how to deal with 'Stress in Sales'.

The programme is designed to maintain the talent development pipeline, plus the bespoke nature of the course ensures sales is recognised as a profession in it's own right.

Paul Cassidy, Internal Sales for the Manchester Branch of Howarth Timber commented,

*"I just wanted to send a quick email to say thanks a billion for the past couple of days, I have taken a lot out of it that I will be certainly be putting in place from 7.00am tomorrow".*

Delegates who successfully complete the course will automatically become Executive members of the Institute of Sales Management (EISM).

Executive level members will have gained more experience and expertise as they have progressed in their career, although they will be currently employed at pre-management level. They may not yet be regarded or employed as a sales leader but may possess leadership qualities and abilities. Again, Executive members will be looking for progression within their career and committed to personal development involving accredited learning acquisition to assist them in enhancing their position.

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

Paul Bullivant Commercial Director - Howarth Timber & Building Supplies

