

# Business Survival Guide 2011.

Retail Training Courses 2010-2011



The Furniture Makers Company offers you the opportunity to benefit from what is "probably the best four days of Furniture Retail Training available in the UK"

The Worshipful Company of Furniture Makers has been offering Retail Training Courses since 1997. This year, recognising the difficult economic times, we have created a set of four single day courses. These are offered at a very competitive price and are designed to minimise the time that key employees have to spend away from their businesses. In addition, each of the venues is the headquarters of one of the major furniture companies in the UK.

## Course 1

### Making the sale easy in difficult times

- Designed to give new starters, experienced salespeople and sales managers an insight into building an impressive sales performance.
- Understand the 'logical' sequence to a sale ensuring a satisfied customer.
- Provides managers and individuals with an effective measurement system that ensures sales improve.
- Presented in a lively interactive style supported by excellent materials to take away.

Venue: Furniture Village Retail Training Centre, Bath Road Retail Park, Slough, Berks.

Host: Mr Peter Harrison, Chief Executive, Furniture Village.

*"I've learnt more in 8 hours than in the last 5 years about sales"* - Retailer, Bath

*"The course was very enjoyable; easy to understand and fun"* - Salesman, London

*"Excellent – well worth it"* - Retailer, Kent

*"Exceeded my expectations"* - Store salesman, Yorkshire



#### Course presenter

Mike Dudley-Jones has spent over 12 years as an independent management and retail sales consultant, working with retail businesses in the United Kingdom and across the world.

He has supervised the Worshipful Company of Furniture Makers' Retail Management Course for 12 years. Prior to his retail experience Mike spent 19 years in furniture and bed manufacturing.

#### Fees

Each course runs from 10.00 a.m. to 4.30 p.m. Days can be booked individually at a cost of **£150 + VAT**, including lunch.

If a company or individual books all four days the price is **£500 +VAT**, which represents a saving of **£100 +VAT**.

A booked series can be attended by different individuals from the same company and the discount will still apply.

#### Application form

Name

Company name

Home address

Company address

Postcode

Telephone

Postcode

Email

Telephone

Job title

Email

Course 1 - Making the sale easy in difficult times - 23rd Sept 2010

Course 2 - How to deliver outstanding customer service - 18th Nov 2010

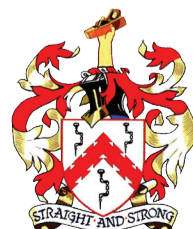
Course 3 - The art of selling - 24th March 2011

Course 4 - 'Making furniture' - 19th May 2011

Places are limited so we would urge you to act now!  
You can book by sending the attached application form by post, fax or call the office and pay by credit card.

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Fax: 020 7256 5155

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