



Training for Business

2020 / 2021



AEA Training for Business Prospectus 2020/2021

Welcome to the 2020/2021 AEA Training for Business Prospectus. This is our seventh year of providing bespoke industry specific business training courses for the land-based industries. Over that time, we have gained a good deal of experience in getting to know what is of interest to you and what you expect from AEA Training for Business. Each year we refine our programme to ensure the content continues to be highly relevant, using trainers who know and understand our industries and who tailor their training material accordingly.

Covid-19 has obviously affected how we manage Training for Business this season. The main difference is that it has encouraged us to rethink how we deliver our training and I am delighted to advise that we are now including **remote on-line training courses** in the prospectus. Training in-person will not take place until 2021, however we kick off in November and December with 2 virtual courses. And it seems timely to start off with 2 courses aimed at helping staff to confidently use two popular virtual platforms, these being Zoom and Microsoft Teams. Please take a minute to read page 2 which gives you more detail about our on-line courses and the information you need to know before signing up to attend a session.

Please take a few minutes to look through our comprehensive training prospectus. As we have various virtual courses throughout the season, in order to differentiate between virtual and in-person training, we have indexed them separately for your ease. Each delegate is provided with course handouts and notes, and a Training for Business folder.

The AEA has conducted an in-depth risk assessment of the training facilities here at Samuelson House and it has been decided to restrict our in-person training to a maximum of 8 delegates per course, so please do book early to ensure your space. More details on the logistics of our in-person training will be given upon booking, but if you would like more clarification of the safety-measures we are putting in place in advance, please do contact us.

We are running two stand-alone courses on import & export procedures and documentation, aimed at helping to understand the new world of importing and exporting requirements post Brexit. Your company **may be able to apply for an HMRC grant** to cover the cost of these two courses. Full details of how you can apply are listed on page 3.

Anyone involved in the Land-based engineering industries can enroll on our courses, whether members of the AEA or not. We offer discounted prices to member companies and to their dealers. Our courses are also recognised by the Institution of Agricultural Engineers for CPD hours, which will be of benefit to many of your employees who will be IAgRE members. We hope you will continue to support our Training for Business programme this season.

Yours Sincerely

Ruth Bailey
Director General & Chief Executive, AEA



REMOTE ON-LINE TRAINING COURSES

Introduction:

This year we have introduced remote on-line courses into our training offering and prospectus, this is a first for AEA Training for Business and is prompted by the Covid-19 pandemic. Most of us have become familiar with connecting and communicating via various on-line video conferencing platforms during the Lockdown and now feel comfortable to use them in a business/training environment. There are many benefits to training by this method but also some disadvantages we have therefore in concert with our training delivery partners selected subjects which are both topical and lend themselves to remote delivery. The courses are all interactive and so numbers are limited to enable delegates to be involved not just listen.

Requirements:

The requirements for joining one of these sessions are that each delegate requires their own PC/Laptop computer located in a quiet, remote environment where they can concentrate without disturbances. They will need earphones with built-in microphone, a Webcam and very importantly a stable/reliable internet connection.

Joining a session:

Once enrolled following the usual AEA Training for Business enrolment forms and processes the delegates will be sent (via email) detailed joining instructions. These will contain the appropriate date, time, and links to join the session. At least five minutes before the start time delegates should be set up at their PC/Laptop and connect through the link, the trainer or assistant will help them get set up and tested ready for a prompt start at the given time. A phone number will be provided for delegates in case they experience any difficulty connecting and setting up.

Sessions:

The first two sessions in our prospectus are the “how to” courses covering online video conferencing to provide the knowledge and confidence to use this media. They will provide knowledge of not only how to get the best out of participating in these sessions but also how to set up and run your own sessions with employees, dealers, customers etc. The first will cover Zoom the second Microsoft Teams. These will be 3-hour sessions.

We then offer 6 subjects delivered by our expert partners Maples and VFM on various bite sized subjects many of them focusing on the changed environment we all find ourselves in following the pandemic lockdown, these are 2-hour interactive sessions



HMRC Training Grants

Introduction:

As we move away from the EU new rules concerning importing and exporting will apply from January 1st 2021. One or the other or both will concern many of our members who either export equipment manufactured in the UK or import equipment manufactured in the EU. To help industry and the economy in general cope with these changes and ease the transition HMRC have set aside £50Million in grants for various aspects of implementing these changes, one of which is support for training costs.

Import/Export Training:

AEA Training for Business is this year offering special courses on the procedures and documentation required for the new rules, see prospectus page 24 for “Import Procedures” and 25 for “Export Procedures”. These are individual one day courses but scheduled back to back so that member companies can attend one or the other or both in 2 days depending on your needs. These courses are being delivered by Strong & Herd, specialists in this area and one of the companies approved by HMRC for grant status. The courses are therefore approved and eligible for HMRC grant funding providing the member company is also eligible. These courses are expensive to run and as such our delegate pricing is higher than our usual pricing to cover this cost, however it should all be reclaimable from HMRC up to 100%. The grant funding has to be applied for by the individual company, AEA cannot unfortunately do it for you. AEA/Strong & Herd will provide a training certificate and invoice for the training and that will be all that is required to substantiate that the training took place.

Member company eligibility:

For further information on eligibility, to make your application and to make your claim please go to the comprehensive website at <https://www.customsintermediarygrant.co.uk/>



To check your company’s eligibility, go to “Application Information” and within the drop-down menu go to “Is my organisation eligible?” which lists the various criteria set.

Make your application and claim:

Provided you meet these criteria then proceed to make an application, this should be done as soon as you have decided to attend the course and enrolled you employee(s). The scheme closes on 30 June 2021 or earlier if funds are exhausted so make your application as soon as you can.

Once the course has been delivered and you have certificates and invoices you can go back to the web site and make your claim.

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ADOBE CONNECT ESSENTIAL TRAINING

“Feel confident and get the best out of online meetings and collaboration”

Course Title:	Adobe Connect Essential Training
Duration:	3 hrs
Location:	Virtual Training Room [on-line]
Course size:	Max 6 people
Cost per day:	£120 AEA Members £145 non members
Course Code:	BIT1-201120-E1-RV
Course Dates:	20 November 2020
Course Objectives:	Feel confident and get the best results from using Adobe Connect meeting and collaboration software. To gain the most from online meetings and training events and to be able to schedule and run your own events using the Adobe Connect platform.
Course Outcomes:	Delegates will learn how to bring colleagues together, create conversations and content, and collaborate more effectively. You'll create meetings and events, how to setup, invite participants, create templates, passwords etc. How to manage and support participants to gain the best outcomes from Adobe Connect sessions. Manage and present content, sharing your screen, whiteboarding, creating break outs and recording the session are all included.
Delegate Requirements:	Delegates who need to participate in and organise Adobe Connect Meetings & Training Sessions.
Course pre-requisites:	Delegates who are computer literate and have the following facilities: PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone, Webcam Stable/reliable internet connection
Course Instructor:	Elite Training Solutions Ltd



ZOOM VIDEO CONFERENCING TRAINING

“Feel confident and get the best out of online meetings and collaboration”

Course Title:	Zoom Video Conferencing Training
Duration:	3 hrs
Location:	Virtual Training Room [on-line]
Course size:	Max 6 people
Cost per day:	£120 AEA Members £145 Non-Members
Course Code:	BIT1-271120-E1-RV
Course Dates:	27 November 2020
Course Objectives:	Feel confident and get the best results from using Zoom video conferencing software. To gain the most from online meetings and training events and to be able to schedule and run you own Zoom meetings.
Course Outcomes:	Delegates will learn how to join, schedule and record meetings, using the meetings controls. They will learn how to configure audio and video so that they can share their screen and multiple screens simultaneously. They will work with Zoom Rooms and Messaging and finally customise their Zoom environment. Learn how to create and work with spreadsheets, workbooks and charts.
Delegate Requirements:	Delegates who need to participate in and organise Zoom Meetings
Course pre-requisites:	Delegates who are computer literate and have the following facilities: PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone Webcam Stable/reliable internet connection
Course Instructor:	Elite Training Solutions Ltd



MICROSOFT TEAMS ESSENTIAL TRAINING

“Feel confident and get the best out of online meetings and collaboration”

Course Title:	Microsoft Teams Essential Training
Duration:	3 hrs
Location:	Virtual Training Room [on-line]
Course size:	Max 6 people
Cost per day:	£120 AEA Members £145 Non-Members
Course Code:	BIT1-101220-E1-RV
Course Dates:	10 December 2020
Course Objectives:	Feel confident and get the best results from using Microsoft Teams meeting and collaboration software. To gain the most from online meetings and training events and to be able to schedule and run your own Teams’ meetings.
Course Outcomes:	Delegates will learn how to bring colleagues together, create conversations and content, and collaborate more effectively. You’ll create new teams, join existing teams, organise teams and members, create, manage and delete channels, and conduct and organise conversations. Also, you’ll create scheduled meetings and initiate impromptu meetings whilst taking notes, using the whiteboard and sharing files. Finally, you’ll learn how to customise user settings and use Teams on mobile devices.
Delegate Requirements:	Delegates who need to participate in and organise Microsoft Teams’ Meetings & Training Sessions.
Course pre-requisites:	Delegates who are computer literate and have the following facilities: PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone, Webcam Stable/reliable internet connection
Course Instructor:	Elite Training Solutions Ltd



TERRITORY REPRESENTATION

“Developing the dealer network to maximise sales”

Course Title:	Territory Representation
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 per day Non-Members £350 per day
Course Code:	MPL1-190121-MA-PE
Course Dates:	19 January – 20 January 2021
Course Objectives:	<p>Delegates will learn how to develop strategies to determine dealer effectiveness and market coverage and identify areas when replacements or new appointments are required. They will understand techniques to research the chosen territory looking for potential candidates and negotiating franchise agreements. They will also discuss and review techniques for ensuring maximum representation even if they are not the dealer’s main franchise. In addition, they will review key strategies to successfully achieve maximum sales potential as quickly as possible. As well as analysing the impacts of these actions in the trading territory</p>
Course Outcomes:	<p>The delegates will have a clear understanding of what is required to develop their existing dealer network to maximise every sales opportunity. As well as defining the selection criteria for new dealer representation in the marketplace.</p>
Delegate Requirements:	<p>Delegates will most likely be working in a management or dealer development role with a supplier company usually heavily reliant on sales through dealers and should have some responsibility or involvement in dealer selection, management and development.</p>
Course pre-requisites:	<p>Previous training related to Sales through Dealers and/or Understanding Dealer Finances courses would be useful courses to have attended in advance.</p>
Course Instructor:	Maple Associates



SELLING SKILLS – SELLING THROUGH DEALERS

“Maximising Sales Performance of Dealers”

Course Title:	Selling Skills – Selling Through Dealers
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 Non-Members £360 per day
Course Code:	MSE1-260121-V1-PE
Course Dates:	26 January – 27 January 2021
Course Objectives:	To help a supplier maximise sales opportunities when selling through dealers. To understand the sales process and where they can add value with their dealers. To understand how to coach dealer sales people with a view to improving performance. To understand how to monitor sales performance through the dealer channel. To maximise the perceived value of the supplier by the dealer by maximising sales exposure.
Course Outcomes:	By the end of this course the delegates will have a clear understanding of the sales process and how to enhance this through their dealer channel. They will understand how to maximise the effectiveness of their dealer interactions through effective planning and communication techniques. They will have the key skills required to coach dealer salespeople to become more effective and create a positive impact on their brand.
Delegate Requirement:	Delegates will most likely be working in a selling or territory management role with a supplier company usually heavily reliant on sales through dealers.
Course pre-requisites:	There is a one-day Advanced level of this course, but it is a requirement to complete this course first.
Course Instructor:	VFM Associates



THE AREA MANAGER ROLE

“Working with dealers to build performance and effective relationships”

Course Title:	The Area Manager Role
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 per day Non-Members £350 per day
Course Code:	MED1-020221-MA-PE
Course Dates:	2 February – 3 February 2021
Course Objectives:	This course is designed to provide delegates with the knowledge, skills and confidence to build effective relationships with dealership owners, managers and staff in sales and aftersales. Whether agreeing business plans, managing dealership development, negotiating changes, or simply providing effective support to dealer teams, this programme will help delegates build productive and performance-oriented relationships with their dealership contacts.
Course Outcomes:	By the end of the course, delegates will be able to: Understand the core functions of the Area Manager role Build effective working relationships Utilise Sales, service, parts & financial performance indicators Build a shared agenda for dealership development Work with dealership managers to shape future performance Resolve disagreement and conflict effectively Agree and implement sustainable dealer action plans
Delegate Requirements:	Delegates should ideally be in an area management role or be progressing towards taking this role on within the following year.
Course pre-requisites:	Delegates should prepare pre-course goal(s) with their manager.
Course Instructor:	Maple Associates Ltd



BUILDING BETTER PERFORMANCE

“Lessons from Covid-19”

Course Title:	Building Better Performance
Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 12 people
Cost per day:	£120 AEA Members £145 Non-Members
Course Code	BPL1-040221-MA-RV
Course Dates:	04 February 2021
Course Objectives:	This Remote Virtual Class has been designed to help manufacturers work with their dealers to achieve more predictable and sustainable performance outcomes in sales and aftersales, based on some of the lessons learned during the enforced changes experienced by the industry during the Covid-19 outbreak.
Course Outcomes:	By the end of the course, delegates will be able to take the following key factors into account when planning and managing their dealer relationships: The importance of understanding, agreeing and using basic KPIs Agreeing shared action plans with mutual engagement Agreeing simple processes to support each KPI The use of rolling shared agendas to manage progress Bite-size online support & input to aid change and improvement Multiple touchpoint dealership support for the long-term Agreeing and managing the correct cadence rate for your relationship
Delegate Requirements:	Delegates should ideally be in an area management or dealer support role where measurable dealer performance outcomes are a requirement of the role.
Course pre-requisites:	PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone, Webcam Stable/reliable internet connection
Course Instructor:	Maple Associates



TACHOGRAPH TRAINING

“Tachograph Regulations & Operation, including SUV and Trailer”

Course Title:	Tachograph Training
Duration:	1 Day
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 per day Non-Members £350 per day
Course Code:	BCP1-090221-DH-PE
Course Dates:	9 February 2021
Course Objectives:	<p>To understand and reduce the fear of operating vehicles while transporting machinery, either on board, on a trailer or towed.</p> <p>To understand the requirements of driver licensing, vehicle weights and vehicle requirements regarding the fitting and use of a tachograph or not</p> <p>To understand drivers’ hours regulations in relation to operating with a tachograph</p> <p>To have a basic understanding of tachograph operation, card insertion, logging on, manual entries, printouts, etc.</p>
Course Outcomes:	To have no fear of contravening the law and to be able to incorporate safe and correct vehicle operation using tachographs into your business operations.
Delegate Requirements:	To be in a role where they need to know how tachograph operations should be incorporated into their company or be a driver of a vehicle where tachograph regulation is mandated
Course Instructor:	Driver Hire Group Service Ltd



VIRTUAL CUSTOMER MANAGEMENT

“Developing Virtual Skills for Managing Customer Relationships”

Course Title:	Virtual Customer Management
Duration:	2 Hours
Location:	Virtual Training Room [on-line]
Course size:	Max 12 people
Cost per day:	Member £120 Non-member £145
Course Code:	MCS2-110221-V1-PE
Course Dates:	11 th February 2021
Course Objectives:	Create an awareness of differing personality types and how to manage them remotely. Develop an understanding of how customer behaviour can differ when using virtual technology and how to implement strategies that maximise the outcome. Affirm the importance of continuous communication, including delivering feedback and how to develop a compliant procedure.
Course Outcomes:	After completing the training, participants will have acquired the necessary knowledge to confidently manage customer queries and complaints and manage customer objections that result in a win-win outcome.
Delegate Requirements:	Participants should be working in a customer facing role in any area of the business and have the responsibility of managing customer needs.
Course prerequisites:	PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone Webcam Stable/reliable internet connection
Course Instructor:	VFM Associates. Ltd



DELIVERING EFFECTIVE DEMONSTRATIONS

“Making demonstrations pay”

Course Title:	Delivering Effective Demonstrations
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 per day Non-Members £360 per day
Course Code:	MSE1-160221-V1-PE
Course Dates:	16 February – 17 February 2021
Course Objectives:	This course has been developed to address one of the perennial challenges that manufacturers and dealers encounter with frustrating frequency: How do you make the investment in shows and machinery demonstrations pay? The course will focus on the management and staff behaviors and actions necessary for success. If you’ve ever been to a poorly planned demonstration, or witnessed the huddle of staff talking to each other, or wondered exactly who followed up the leads and what were the outcomes, then you know how common the problem is.
Course Outcomes:	By the end of the course delegates will be able to: Understand the key stages of demonstration planning and execution Understand best practice principles for converting the demo to a sale Design & implement demonstration planning and feedback tools Identify best practice in show stand management and staff standards Understand how to plan and manage staff roles at shows & demos Understand how to ensure that all leads are correctly managed
Delegate Requirements:	Delegates should be in a role which directly manages or impacts on those involved in demonstration and show planning and delivery, both at supplier and dealer level.
Course pre-requisites:	Delegates should agree personal objectives with their manager.
Course Instructor:	VFM Associates Ltd



PRESENTATION AND TRAINING SKILLS

“Essential skills for Instructors, Trainers, Installers and Managers”

Course Title:	Presentation and Training Skills
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 per day Non-Members £360 per day
Course Code:	MED1-230221-MA-PE
Course Dates:	23 February – 24 February 2021
Course Objectives:	This course is designed to provide delegates with the essential skills required to plan, prepare and deliver effective presentations to customers, engineers, dealer staff, customers and members of the public. Taking a highly practical approach throughout the course, each participant will have the opportunity to plan and deliver at least 2 presentations, receive constructive feedback, improve their skillset and increase their confidence in presenting product, technical, business or brand information. Video recording and review will be available.
Course Outcomes:	By the end of the course delegates will: Be able to plan and deliver an effective presentation Be able to select the right supporting materials and aids Be able to tailor and adapt their approach to different audience types Understand how to increase and influence the impact Understand how to develop and manage personal confidence Understand how to ensure that planned outcomes are achieved Understand how to plan a training session/presentation Understand how to review presentation and training effectiveness
Delegate Requirements:	Delegate should be in a role that requires them to present to small groups, whether this is for training, installation, sales or management.
Course pre-requisites:	Delegates should bring a short presentation with to use on day one.
Course Instructor:	Maple Associates Ltd



AREA AND FIELD MANAGEMENT

“Adapting to the new normal, Post Covid-19”

Course Title:	Area and Field Management post Covid-19
Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 12 people
Cost per day:	£120 AEA Members £145 Non-Members
Course Code	BPL1-250221-MA-RV
Course Date:	25 February 2021
Course Objectives:	This Remote Virtual Class has been designed to help area and field-based managers support their dealers in embracing new ways of working. Changes that have been necessitated by the current and potentially ongoing impact of Covid-19 on working practices and dealership engagement with end-users.
Course Outcomes:	By the end of the course, delegates will be able to take the following key factors into account when planning and managing their field activities: Multiple touchpoint thinking for long-term dealer success Ensuring dealers are “digitally and socially engaged” Opening dealers’ eyes to new job roles and processes Engaging dealers in ‘speed of response’ thinking Helping dealers be ‘easy to deal with’ in the online age Increasing physical and online territory coverage
Delegate Requirements:	Delegates should ideally be in an area management or field role or be progressing towards taking this role on within the following year.
Course pre-requisites:	PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone, Webcam Stable/reliable internet connection
Course Instructor:	Maple Associates Ltd



SELLING SKILLS – SELLING THROUGH DEALERS – ADVANCED

“The next level in gaining sales performance from dealers”

Course Title: Selling Skills – Selling Through Dealers - Advanced

Duration: 1 Day

Location: AEA Training Centre, Peterborough

Course size: Max 8 people

Cost per day: Members £297 Non-Members £360 per day

Course Code: MSE2-020321-V1-PE

Course Dates: 02 March 2021

Course Objectives: To focus in depth on key performance indicators for dealer sales and how to maximise sales through management of dealers.
To further develop coaching skills for gaining maximum performance from dealer sales people.
To understand how the dealer finances work in more depth to understand the factors which motivate dealers to sell new equipment.

Course Outcomes: By the end of this course the delegates will have the knowledge and confidence to maximise the effectiveness of their dealer interactions. They will have the key skills required to coach dealer sales managers with KPIs to maximise sales. They will have gained the skills to be more effective and create a positive impact on their brand.

Delegate Requirement: Delegates will most likely be working in a selling or territory management role with a supplier company usually solely or heavily reliant on sales through dealers and may be managing a team who are reliant on sales through dealers

Course pre-requisites: The Selling Skills – Selling Through Dealer’s course is a mandatory pre-requisite for this course. Attended in any previous year.

Course Instructor: VFM Associates



PARTS RETAILING & MARKETING

“Maximising sales, profit and efficiency in the parts department”

Course Title:	Parts Retailing & Marketing
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Member £297 Non-Member £360
Course Code:	MCS1-030321-V1-PE
Course Dates:	03 March 2021 – 04 March 2021
Course Objectives:	<p>To help the participants understand how to approach the parts department with a view to maximising sales opportunities both in the showroom and remotely.</p> <p>To ensure participants have a clear understanding of the fundamental principles of sales and marketing in the parts department.</p> <p>To understand how to maximise face-to-face and telephone sales opportunities.</p> <p>To understand and make plans for an efficient retail display area which maximises selling opportunities and makes the most of displays</p> <p>To understand how to develop promotional parts campaigns with a view to optimising their success and financial results.</p>
Course Outcomes:	<p>To be able to identify the key opportunities to develop your sales in the parts department.</p> <p>To be able to target your sales and marketing initiatives with a view to optimising results.</p> <p>To deploy successful parts marketing campaigns.</p> <p>To engage your parts employees in the sales process.</p>
Delegate Requirements:	This course will be most beneficial to participants who currently, or will in the near future, manage a parts department.
Course Instructor:	VFM Associates



NEGOTIATING AND CLOSING DEALS

“Multiple Touchpoint Selling in the Digital Age”

Course Title:	Negotiating and Closing Deals in the Digital Age
Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 12 people
Cost per day:	£120 AEA Members £145 Non-Members
Course Code:	BSE1-090321-MA-RV
Course Dates:	09 March 2021
Course Objectives:	This Remote Virtual Class is a simple introduction to the powerful potential of multiple touchpoint selling for dealers and manufacturers selling to end-user clients. You can increase end-user engagement, territory coverage and activity levels, whilst travelling fewer miles and making fewer physical visits. Better customer service, increased speed of response and more sales; for less cost.
Course Outcomes:	By the end of the course, delegates will be able to take the following key factors into account when planning and managing their sales relationships: Defining “multiple touchpoint selling” and why it matters Essential tools list for negotiating and closing in the digital age Selecting the right touchpoint for the right stage of the deal Social media as an embedded part of the sales process The video walk-round, the fact sheet and winning deals Configuring and negotiating quotes live and remote with confidence Closing face to face, while miles apart
Delegate Requirements:	Delegates should ideally be in an end-user sales or sales support role
Course pre-requisites:	PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone, Webcam Stable/reliable internet connection
Course Instructor:	Maple Associates Ltd



REMOTE PROSPECTING

“Maximising Sales in the virtual world”

Course Title:	Remote Prospecting
Duration:	2 Hours
Location:	Virtual Training Room [on-line]
Course size:	Max 12 people
Cost per day:	£120 AEA Members £145 Non-members
Course Code	BSE1-110321-V1-RV
Course Date:	11 th March 2021
Course Objectives:	How to increase market penetration through the adaption of virtual prospecting skills. Develop the actions required to secure and maintain a healthy sales pipeline. Differentiating yourself and your business from the competition. Implementing effective measurements for sales performance.
Course Outcomes:	After completing the training, participants will have acquired the necessary knowledge to develop a pre-sales call process; understand the challenges people can face when adapting to new technology; acquire a structure that will allow a consistent and effective communication process and develop a clear follow-up process.
Delegate Requirements:	Participants should be in a sales role with end user engagement or supporting those in that role.
Course prerequisites:	PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone Webcam Stable/reliable internet connection
Course Instructor:	VFM Associates. Ltd



CUSTOMER SERVICE, RAISING THE BAR

“Being easier and better to deal with in the digital age”

Course Title:	Customer Service, Raising the Bar
Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 12 people
Cost per day:	£120 AEA Members £145 Non-Members
Course Code:	BCS1-160321-MA-RV
Course Date:	16 March 2021
Course Objectives:	This course is a powerful introduction to some incredibly simple ways to raise the bar on customer service for end-users, so that manufacturers and dealers can set their brands apart from the everyday machinery and equipment support experience.
Course Outcomes:	By the end of the course, delegates will be able to consider deploying some very simple and powerful customer service improvements that make the business easier to deal with, whilst providing a better, more effective customer experience: Defining the customer journey and their reasons for contact Multiple entries to a single point of contact – steering the customer Speed of response and managing expectation Safe hands, will do, doing, done, happy? 5-steps to winning Making social media your loudest positive advocate Making your customers your second sales team Digital footprints to increased physical coverage
Delegate Requirements:	Delegate should ideally be in a customer facing, dealer facing, marketing or dealer support role.
Course pre-requisites:	PC/Lap-top computer in a quiet, remote environment Earphones with built-in microphone, Webcam Stable/reliable internet connection
Course Instructor:	Maple Associates Ltd



RECRUITMENT & RETENTION

“How to find, employ, motivate and keep the best people”

Course Title:	Recruitment & Retention
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	£297 AEA Members £360 Non-Members
Course Code:	PED1-230221-MA-PE
Course Dates:	23 March – 24 March 2021
Course Objectives:	In this course we will discuss and explore the importance of recruiting properly, creating a meaningful and worthwhile workplace where business performance goes hand in hand with personal development. Also, how every company, big or small can retain those employees with talent and potential.
Course Content:	Defining the role and the right person for the job, finding candidates & growing our own, the recruitment interview, getting off to the right start, defining career paths, why people leave and why people stay, Industry-specific retention strategies.
Course Outcome:	By the end of this course delegates will be able to feel confident about how to hire and/or grow the right people and importantly how to motivate them, develop them and retain them in the business.
Delegate requirements:	Delegates should be in a position where they hire and manage people in the business, regardless of discipline sales, service, parts, admin and regardless of business size. So, this course will be very useful to dealers as well as member companies.
Course Instructor:	Maple Associates Ltd



MANAGING STAFF FOR PERFORMANCE

“How to manage individuals and teams for improved workplace performance”

Course Title:	Managing Staff for Performance
Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Members £297 per day Non-Members £360 per day
Course Code:	MED1-300321-MA-PE
Course Dates:	30 March – 31 March 2021
Course Objectives:	This course has been designed to provide delegates with a set of tools, both informal and formal, to help work closely with each member of their team and support them in reaching their real performance potential in the workplace. We will explore a range of approaches to managing the performance of others. It would be impossible to build and sustain the performance of a whole team simply by focusing on individual needs and capabilities, so we will address team performance as well as that of the individual during this course
Course Outcomes:	By the end of the course delegates will understand or be able to: Manage and motivate staff to improve their performance Adapt their management approach to the needs of the situation Plan and implement informal coaching support Plan and implement a formal performance improvement plan Conduct an effective appraisal using a simple appraisal process Understand grievance, disciplinary and attendance processes Understand how to build team performance Conduct team meetings, briefings and reviews
Delegate Requirements:	Delegates should be in role with direct reports they are responsible for, or on a development pathway into one of those roles.
Course pre-requisites:	Delegates should agree personal objectives with their manager.
Course Instructor:	Maple Associates Ltd



IMPORT PROCEDURES & DOCUMENTATION

“Understand the new world of Importing requirements post Brexit”

Course Title:	Import Procedures & Documentation
Duration:	1 Day
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Member £350 Non-Member £420 HMRC Training Grant may cover up to 100% of this, see page 2 for further information
Course Code:	LCP1-070421-SH-PE
Course Dates:	07 April 2021
Course Objectives:	<p>To understand the key essentials of importing and the changes that have taken place and are current at the time of delivery of this course concerning Importing of machinery.</p> <p>Topics covered include the tariff number, EU trade, intrastat reporting and VAT, origin of goods, import clearance procedures, working with forwarders & clearing agents, customs procedure codes (CPC), working with HM Revenue & Customs and more</p> <p>To understand all the implications of Brexit and their impact on importing machinery, what is different and what could be different in the future.</p>
Course Outcomes:	To fully understand and be able to incorporate correct procedures into your business, ensuring the free flow of machinery to your business with minimal cross border hold ups
Delegate Requirements:	<p>To be in a role where they either currently or will in future be involved/responsible for Import procedures and documentation.</p> <p>Note: This course runs consecutively with a similar course on exporting and if you are involved in both activities then enroll for both courses separately.</p>
Course Instructor:	Strong & Herd LLP



EXPORT PROCEDURES & DOCUMENTATION

“Understand the new world of Export requirements post Brexit”

Course Title:	Export Procedures & Documentation
Duration:	1 Day
Location:	AEA Training Centre, Peterborough
Course size:	Max 8 people
Cost per day:	Member £350 Non-Member £420 HMRC Training Grant may cover up to 100% of this, see page 2 for further information
Course Code:	LCP1-080421-SH-PE
Course Dates:	08 April 2021
Course Objectives:	<p>To understand all the changes that have taken place and are current at the time of delivery of this course concerning export of machinery new and second hand.</p> <p>Topics covered include rules & regulations, carriers & forwarders, export procedures and documentation, origin rules, customs control, jargon of exports including customs codes, incoterms etc.</p> <p>To understand all the implications of Brexit and their impact current and future</p>
Course Outcomes:	To be able to incorporate correct procedures into your business, ensuring exports flow smoothly to their destination without cross border hold ups.
Delegate Requirements:	<p>To be in a role where they either currently or will in future be involved/responsible for export procedures and documentation</p> <p>Note: This course runs consecutively with a similar course on Importing and if you are involved in both then enroll for both courses separately</p>
Course Instructor:	Strong & Herd LLP



Registration & Enrolment Form

Course Title:	
Course Code:	
Course Date:	Purchase Order No:
Course Cost Per Day £	Total £
Delegate Name:	
Delegate Email:	Delegate Phone No:
Delegate Company:	
Company Address:	
<i>Details of your training contact / person completing the form</i>	
Name:	Email:
	Phone:
Signed:	Date:

Return the form to Angela Barnatt on ab@aea.uk.com or phone 01733 207602

This registration form indicates the delegate's intention to attend the course identified within this document. A confirmation together with invoice for the full amount will be issued upon receipt provided a place is available; if not the delegate's name will be placed on a standby list and the delegate will be notified accordingly. The invoice will be given a due date of 30 days prior to the start date of the course at which time it is payable in full. Receipt of payment will guarantee the reserved place and joining instructions will follow shortly before the start of the course. Please note that all prices exclude VAT.



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