

Case Study



Carshalton College



Client Details

Sector:	Education						
Skills Delivery:	Sales and Customer Service						
Client:	Carshalton College is a dynamic and forwarding thinking college based in the London Borough of Sutton. It offers a huge range of subjects including arts and media, engineering, healthcare, IT, Leisure, business and professional and Higher Education qualifications.						
Brief:	To run the 'Professional Sales Programme 2004' - a multi-tied approach to addressing the training needs of individuals with different levels of experience. Delegates ranged from owner managers of local companies to unemployed people. The programme was supported by grants from the European Social Fund.						
Training:	In-house, on-site training consisting of five one-day seminars. The programmes were designed to provide basic training in sales and customer service as a stepping stone to gaining external recognised qualifications allowing delegates to pursue a career in sales.						
Programme covered:	<ul style="list-style-type: none">• Key Selling Skills• More Advanced Selling Skills• Negotiation Skills• Finance For Non-Finance Managers• Customer Relationship Management						
Feedback:	<p>"Excellent day"</p> <p>"Great, an eye opener and a confidence boost"</p> <p>"Very well presented and informative"</p> <p>"Met the needs of all delegates"</p> <p>"I feel motivated, excited and refreshed"</p> <p>"Have attended masses of sales courses but not yet met a coach with more enthusiasm than Tracey!"</p>						
Client quote:	<p>"This course was a great opportunity to highlight the importance of training within the sales environment, particularly as we were able to support it with externally verified qualifications. We were delighted with the uptake of the programme which benefited everyone regardless of their level of experience."</p> <p>Marie Palmer, Corporate Contract Manager, Carshalton College</p>						
Other clients within the Education sector:	<table><tr><td>General Teaching Council</td><td>Association of Colleges</td></tr><tr><td>Nottingham Trent University</td><td>University of East London</td></tr><tr><td>Worcester College of Technology</td><td>Northumbria & Sunderland Colleges</td></tr></table>	General Teaching Council	Association of Colleges	Nottingham Trent University	University of East London	Worcester College of Technology	Northumbria & Sunderland Colleges
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