



Professional Training for the Automotive Industry

**Management, Sales & Marketing, Customer Care,
Finance & Planning and Personal Development**

Used by over 40% of FTSE 100 companies



Practical Training for Professionals

www.ptp.co.uk



Why do Automotive Companies choose PTP for their Training?



PTP is one of the UK's leading training companies offering quality and inspirational training throughout the UK. It has worked with a significant number of clients within the Automotive industry and lists companies such as Daimler Chrysler, Saab, Ford Motor Company and the RAC among its client portfolio.

Automotive companies choose PTP for training because of their pedigree. PTP provide high quality training, delivered via small groups, allowing practical and enjoyable sessions which aim to be 100% relevant and beneficial to every delegate's professional life. All groups, whether public or in-house, are limited to a maximum of ten attendees to ensure the full involvement and interaction of all delegates.

Our training for automotive professionals is designed to motivate and stimulate them as well as provide vital additional skills and competences which they can implement immediately and which have a positive impact on how they work. All PTP's courses have been approved for CPD (Continuous Professional Development) by the Law Society. The Law Society adopts the same high standards within training that would be demanded by all the major automotive professional bodies.

Delegates within the automotive industry will also benefit from PTP using only the most talented of training consultants. They undergo the most rigorous of selection procedures to be part of our elite team – which even includes training PTP's own MD! Our consultants are chosen from hundreds of applicants every year for their passion and enjoyment of the subjects they are delivering as well as their excellent business skills and impressive track records.

A winning combination of stimulating training programmes and the best trainers in the country means we have an impressive client list including Airbus UK, Coca Cola, Nokia, The Ombudsman Service, Panasonic and Deloitte. In fact over 40% of FTSE 100 companies use PTP for their training needs.

Our Experience within the Automotive Industry

Since its inception in 1991, PTP has worked closely with professional people working in the automotive industry to help enhance their skills across all business areas.

Clients include:

- Bentley Motor Cars
- DAF Trucks Ltd
- Daimler Chrysler Retail Ltd
- Ford Motor Company
- Evans Halshaw
- Lex Commercials
- Lotus Cars Ltd
- Mercedes-Benz Direct
- RAC Motoring Services
- Renault Trucks
- Saab GB Ltd
- Volvo Truck & Bus (South) Ltd

A Practical Example: PTP and Mercedes-Benz Direct

PTP provided Mercedes-Benz Direct with Advanced Management Training for a number of its Dealer Principals. The programmes helped these senior level managers to fully understand and implement leadership skills such as Communication, Delegation and Motivation. It also encouraged them to explore different management thinking and styles to see which best suits their style of leadership. Specific elements of the course included:

- Awareness of the qualities of good leadership
- Knowledge of different leadership styles
- Motivational skills
- Analysis of thinking styles such as visual, auditory and Kinetic

“ Having discussed the training needs of our Dealer Principals with PTP’s Managing Director, Marc Holland, I was delighted at the resulting course. The subject matter was extremely stimulating and the trainer’s course leadership was exceptional.”

Stephen Bell, Mercedes-Benz Direct, Training Manager

Your Training Options

PTP offer some of the best value for money training on the market today providing the flexibility to ensure its programmes suit the needs, budgets and time restrictions of their clients.

To this end it offers four training options:

- In-house training package for up to 10 delegates
- Small group public courses held at major towns and cities across the UK
- U-Choose – with a minimum of two delegates you can choose a venue, date and training programme specifically to suit you
- 1-2-1 Training and 1-2-1 Director Training – individual training at your work premises

Companies and individuals can choose from over 150 programmes in the core subjects of Management, Sales and Marketing, Finance and Planning, Customer Care and Personal Development. All our programmes can be tailored to meet the specific needs of our clients and training involves using delegates’ own real work situations rather than using hypothetical situations. This gives more meaning and relevance to the training.

All training packages include:

- A top UK training consultant
- Fully comprehensive training course manuals for every delegate
- Framed certificate of attendance for every delegate
- A delegate evaluation form
- An action plan allowing for follow up actions and targets to be monitored

In-house programmes additionally offer:

- An option to choose the trainer who you believe will best suit your needs
- A pre-training conference call with the training consultant to ensure the programme content matches your requirements
- Use of your company logo on all material
- All mainland UK travel and accommodation for the training consultant included in the cost so no hidden extras

“ The feedback from my staff has been extremely positive
– sales have increased all-round.”

Sam Cottingham
General Operations Manager, DAF Trucks

How to Book

Call our sales team on **0845 660 3860** to discuss how we can help you meet your training needs for automotive professionals or visit www.ptp.co.uk

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