



Professional Training for the Retail 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 Retail 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 retail industry and lists companies such as Bentley Motor Cars, Next, Orvis, Perrys, Somerfield Stores, Swarovski UK Ltd and Waterstones among its client portfolio.

Retail 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 retail 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.

Delegates within the retail 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 Retail Industry

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

Clients include:

- Bentley Motor Cars
- Gus Home Shopping
- Ikea
- Liberty
- Marks & Spencer
- Next
- Orvis
- P & O Ferries
- Perrys
- Somerfield Stores
- Swarovski UK Ltd
- Waterstones

A Practical Example: Porcelanosa

Porcelanosa is a worldwide supplier of contemporary bathroom products including tiles, furniture, baths, showers, taps, radiators and accessories with twenty four UK showrooms.

Porcelanosa wanted to ensure it had in place a top team in its new flagship store in Fulham. Training was designed to increase the personal effectiveness and professionalism of all staff and reflect the quality ethos of the Porcelanosa brand at this key venue.

The programme included the following elements:

- The Art of Retail Selling
- Closing the Sale
- Dealing with Objections

Positive delegate feedback:

“Fantastic Course. Very well delivered.”

“Very well presented. Will look forward to using my new techniques.”

“Well structured and delivered.”

“Excellent, has really helped build my confidence.”

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

“Following the success of the training programmes at our Fulham store we are going to be further investing significantly in staff training and development in 2005. We are looking to set up in conjunction with PTP the ‘Porcelanosa Academy of Excellence’ which will be a groundbreaking development in skills training for the company.”

Patricia Wheeler
HR Director, Porcelanosa

How to Book

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

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