

EMPLOYABILITY LINE

BUSINESS & OPERATIONS WORKSHOP CATALOG

The Employability Line of training centers on frontline workforce employees and those individuals requiring further growth of basic and common workplace capabilities. These courses feature quick and concise development sessions which outline only the core fundamentals of various subjects.

Exceptionally efficient on time and cost, the Employability Line of training provides a unique alternative to standard training sessions where subject relevance and time constraints are commonly an issue.

CONTENTS

Administrative Support

Code: BB-OPS-001 Duration: 1 Day_____1

Basic Book keeping

Code: BB-OPS-002 Duration: 1 Day_____2

Budgets and Financial Reports

Code: BB-OPS-003 Duration: 1 Day_____3

Business Ethics

Code: BB-OPS-004 Duration: 1 Day_____4

Business Etiquette

Code: BB-OPS-005 Duration: 1 Day_____5

Business Succession Planning

Code: BB-OPS-006 Duration: 1 Day_____6

Business Writing

Code: BB-OPS-007 Duration: 1 Day_____7

Call Center Training

Code: BB-OPS-008 Duration: 1 Day_____8

Civility in the Workplace

Code: BB-OPS-009 Duration: 1 Day_____9

Customer Service

Code: BB-OPS-010 Duration: 1 Day_____10

Developing a Lunch and Learn

Code: BB-OPS-011 Duration: 1 Day_____11

Employee On-boarding

Code: BB-OPS-012 Duration: 1 Day_____12

Employee Recruitment

Code: BB-OPS-013 Duration: 1 Day_____13

Event Planning

Code: BB-OPS-014 Duration: 1 Day_____14

Executive and Personal Assistants

Code: BB-OPS-015 Duration: 1 Day_____15

Facilitation Skills

Code: BB-OPS-016 Duration: 1 Day_____16

Handling Difficult Customers

Code: BB-OPS-017 Duration: 1 Day_____17

Lean Process and Six Sigma Basics

Code: BB-OPS-018 Duration: 1 Day_____18

Marketing Basics

Code: BB-OPS-019 Duration: 1 Day_____19

Media and Public Relations

Code: BB-OPS-020 Duration: 1 Day_____20

Meeting Management

Code: BB-OPS-021 Duration: 1 Day_____21

Motivating a Sales Team

Code: BB-OPS-022 Duration: 1 Day_____22

Negotiation Skills

Code: BB-OPS-023 Duration: 1 Day_____23

Overcoming Sales Objections

Code: BB-OPS-024 Duration: 1 Day_____24

Proposal Writing

Code: BB-OPS-025 Duration: 1 Day_____25

Safety in the Workplace

Code: BB-OPS-026 Duration: 1 Day_____26

Sales Fundamentals

Code: BB-OPS-027 Duration: 1 Day_____27

Social Media in the Workplace

Code: BB-OPS-028 Duration: 1 Day_____28

Supply Chain Management

Code: BB-OPS-029 Duration: 1 Day_____29

Telework and Telecommuting

Code: BB-OPS-030 Duration: 1 Day_____30

Tradeshow Coordination

Code: BB-OPS-031 Duration: 1 Day_____31

Workplace Diversity

Code: BB-OPS-032 Duration: 1 Day_____32

Workplace Harassment

Code: BB-OPS-033 Duration: 1 Day_____33

Workplace Violence

Code: BB-OPS-034 Duration: 1 Day_____34

ADMINISTRATIVE SUPPORT

Code: BB-OPS-001 Duration: 1 Day



Administrative assistants are a key part of most office environments. They work quietly in the background, ensuring that the business runs smoothly and efficiently. This workshop will give new administrative assistants the tools that will make them that person that the office can't live without. Experienced administrative assistants will learn new tools that will make them more efficient and more valuable than ever.

In the Administrative Support workshop, participants will learn the core skills that will help them use their resources efficiently, manage their time wisely, communicate effectively and collaborate with others skilfully. The practices presented in this workshop may take time to be a part of your daily work routine. However, making the commitment to consistently apply the concepts every day is the key to changing and adopting new behaviours in a short amount of time.

Workshop objectives

- Getting Organized
- Manage time more effectively
- Prioritize time to get it all done
- Complete special tasks
- Verbal communication skills
- Non-verbal communication skills
- Empowering yourself
- Deal better with managers

BASIC BOOK KEEPING

Code: BB-OPS-002 Duration: 1 Day



Numbers. Wherever you go, you are bound to see them. On addresses, license plates, phones, prices and of course, money. Numbers connect us all to one another in many more ways than we might imagine. Essentially, our world revolves around numbers.

Some of us enjoy dealing with numbers while others may have a fear of them. For those of you who have already recognized and appreciate the impact that numbers actually have on just about everything, you're ahead of the curve. For everyone else, welcome to Basic Bookkeeping!

Workshop objectives

- Understand basic accounting terminology
- Identify the differences between the cash and accrual accounting methods
- Keep track of your business by becoming familiar with accounts payable and accounts receivable
- Use a journal and general ledger to document business financials
- Utilize a balance sheet
- Identify different types of financial statements
- Uncover the reasons for a budget
- Create a budget
- Be familiar with internal and external auditing

BUDGETS AND FINANCIAL REPORTS

Code: BB-OPS-003 Duration: 1 Day



Money matters can be intimidating for even the smartest people. However, having a solid understanding of basic financial terms and methods may be crucial to your career. When terms like ROI, EBIT, GAAP and extrapolation join the conversation, you'll want to know what people are talking about. You'll also want to be able to contribute to the discussion.

The Budgets and Financial Reports workshop will give you a solid foundation in finance. We'll cover topics like commonly used terms, financial statements, budgets, forecasting, purchasing decisions, and financial legislation.

Workshop objectives

- Identify financial terminology
- Understand financial statements
- Understand how to analyze financial statements
- Understand budgets
- How to make budgeting easy
- Understand advanced forecasting techniques
- Understand how to manage the budget
- Identify how to make smart purchasing decisions
- Identify the legal aspects of finances

BUSINESS ETHICS

Code: BB-OPS-004 Duration: 1 Day



A company's ethics will determine its reputation. Good business ethics are essential for the long-term success of an organization. Implementing an ethical program will foster a successful company culture and increase profitability. Developing a business ethics program takes time and effort, but doing so will do more than improve business, it will change lives.

A company's ethics will have an influence on all levels of business. It will influence all who interact with the company including customers, employees, suppliers and competitors. All of these groups will have an effect on the way a company's ethics are developed. The influence also goes both ways, which makes understanding ethics a very important part of doing business today. Ethics is very important, as news today can now spread faster and farther than ever before.

Workshop objectives

- Define and understand business ethics
- Understand the benefits of business ethics
- Create strategies to implement ethics at work
- Recognize social and business responsibility
- Identify ethical and unethical behaviour
- Learn how to make ethical decisions and lead with integrity

BUSINESS ETIQUETTE

Code: BB-OPS-005 Duration: 1 Day



This course examines the basics of business etiquette, most importantly to be considerate of others, dress code, appearance, the workplace versus social situations, business meetings, proper introductions and 'the handshake', conversation skills, small talk, cultural differences affecting international business opportunities, dealing with interruptions and proper business email and telephone etiquette.

Let's face it; we've all lived through an embarrassing etiquette gaffe. Our Business Etiquette workshop will help participants look and sound their best no matter what the situation.

Workshop objectives

- Define etiquette and provide examples of how etiquette can be of value to an organization
- Understand the guidelines on how to make effective introductions
- Identify the 3 C's of a good impression
- Understand how to use a business card effectively
- Identify and practice methods to remember names
- Identify the 3 steps in giving a handshake
- Enumerate the four levels of conversation
- Understand place settings, napkin etiquette and basic table manners
- Understand the meaning of colors in dressing for success
- Differentiate among the business casual, semi-formal, formal and black tie dress codes

BUSINESS SUCCESSION PLANNING

Code: BB-OPS-006 Duration: 1 Day



The loss of valuable leadership can cripple a company. Business succession planning is essentially preparing successors to take on vital leadership roles when the need arises. It is essential to the long-term survival of a company. Every company should have a form of succession planning in its portfolio as it is not the expected absences that can cripple a company, but the unexpected ones.

Whether it is preparing someone to take over a position of leadership in a corporation, or the sole proprietor of a small business, the Business Succession Planning workshop will teach you the difference between succession planning and mere replacement planning. How you prepare people to take on the responsibilities of leadership so that the company thrives in transition is just as important as picking the right person for the job.

Workshop objectives

- Define business succession planning and its role in your company
- Lay the groundwork to develop a succession plan
- Identify the importance of mentorship
- Define and use a SWOT analysis to set goals
- Create a plan, assign roles and execute the plan
- Communicate to develop support
- Manage change
- Anticipate obstacles and evaluate while adapting goals and plans
- Characterize success

BUSINESS WRITING

Code: BB-OPS-007 Duration: 1 Day



Writing is a key method of communication for most people, yet it is one that many people struggle with. Writing and communication skills have degraded with more and more people communicating through email and text messaging. Developing writing skills is still as important in the business world as creating proper documents such as proposals, reports and agendas, giving you that extra edge in the workplace.

The Business Writing workshop will give participants a refresher on basic writing concepts such as spelling, grammar and punctuation, along with an overview of the most common business documents. These basic skills will provide participants with that extra benefit in the business world that a lot of people are losing.

Workshop objectives

- Gain better awareness of common spelling and grammar issues in business writing
- Review basic concepts in sentence and paragraph construction
- Know the basic structure of agendas, email messages, business letters, business proposals and business reports
- Know tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals and business reports
- Know tips and techniques in writing agendas, email messages, business letters, business proposals, and business reports
- Gain an overview of Request for Proposals, Projections, Executive Summaries and Business Cases
- Define proofreading and understand techniques in improving proofreading skills
- Define peer review and list ways the peer review can improve business writing skills
- List guidelines in printing and publishing business writing

CALL CENTER TRAINING

Code: BB-OPS-008 Duration: 1 Day



Phone skills are a highly valuable tool to have in an employee's skill-set and Call Center Training will help provide those skills. This workshop will help participants improve their phone skills which will make them more confident, improve sales and help gain new customers. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Call Center Training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential and to keep their skill-set at a high level.

Workshop objectives

- Define and understand call center strategies
- Identify different types of buying motivations
- Create SMART Goals
- Define strategies that sharpen effective communication
- Use proper phone etiquette
- Set benchmarks

CIVILITY IN THE WORKPLACE

Code: BB-OPS-009 Duration: 1 Day



While a training program on workplace manners and courtesy may seem unnecessary, the reality is that rudeness is an epidemic costing industry organizations millions a year. Indeed, what society seems to be gaining in terms of both knowledge and technological advancement, it's losing out on basic social values that directly impact the bottom line.

To address the growing problem of incivility in the work setting, this workshop introduces the concept of civility, its importance to a company, as well as its typical causes and effects. Skills needed to effectively practice civil behaviour, as well as different ways organizations can systematize civility in the workplace will also be discussed. The benefits to civility in the workplace are countless and will pay off immensely in every aspect of your job.

Workshop objectives

- Define civility, understand its causes and identify its behavioural indicators
- Understand the costs of incivility, as well as the rewards of civility within the workplace.
- Learn practical ways of practicing workplace etiquette
- Learn the basic styles of conflict resolution
- Learn skills in diagnosing the causes of uncivil behaviour
- Understand the role of forgiveness in conflict resolution
- Understand the different elements of effective communication
- Learn facilitative communication skills such as listening and appreciative inquiry
- Learn specific interventions that can be utilized when there is conflict within the workplace
- Learn a recommended procedure for systematizing civil behaviour within the workplace

CUSTOMER SERVICE

Code: BB-OPS-010 Duration: 1 Day



Each and every one of us serves customers, whether we realize it or not. Maybe you're on the front lines of a company, serving the people who buy your products. Perhaps you're an accountant, serving the employees by producing their pay checks and keeping the company running. Or maybe you're a company owner, serving your staff and your customers.

The Customer Service workshop will look at all types of customers and how we can serve them better and improve ourselves in the process. Your participants will be provided with a strong skill-set, including in-person and over the phone techniques, dealing with difficult customers, and generating return business.

Workshop objectives

- State what customer service means in relation to internal and external customers
- Recognize how your attitude affects customer service
- Identify your customers' needs
- Use outstanding customer service to generate return business
- Build good will through in-person customer service
- Provide outstanding customer service over the phone
- Connect with customers through online tools
- Deal with difficult customers

DEVELOPING A LUNCH AND LEARN

Code: BB-OPS-011 Duration: 1 Day



Crating a Lunch and Learn session is a low cost training option. It is a great way to introduce a topic or give a small demonstration on a new product or service. Participants will be shown the criteria involved in creating a great Lunch and Learn environment. They are usually voluntary, thus attendance can sometimes be an issue. With this workshop, however, you will be given the knowledge to work through this issue and others.

Our Lunch and Learn workshop will give your organization a quick and useful tool to add to its training department. Participants will be able to use it as a follow-up or refresher to a previous training session. It doesn't have to be just about a learning event, it can also involve collaboration, networking or sharing of best practices between employees.

Workshop objectives

- Understand what a lunch and learn is and what it is not
- Be able to set up and break down
- Create new content
- Address difficult situations and people
- Create useful takeaways
- Use feedback to improve future lunch and learns

EMPLOYEE ON-BOARDING

Code: BB-OPS-012 Duration: 1 Day



Employee On-boarding is an important and vital part of the hiring procedure with any company. Hiring, training and bringing new employees on board cost a lot of money and are major investments. On-boarding is a secure investment that will assist newly hired employees in developing and keeping their skills, knowledge and value within the company. It will stop highly skilled workers from being lured to a competitor, thus making your company stronger within the market.

Through the Employee On-boarding workshop, you will find lowers costs related to employee turnover. It will increase productivity and produce a happier and more skilled workforce. The new hire phase is a critical time for the employee and company, and having a structured set of procedures will make this time run smoother, likely producing a greater chance of success.

Workshop objectives

- Define on-boarding
- Understanding the benefits and purpose of on-boarding
- Recognize how to prepare for an on-boarding program
- Identify ways to engage and follow up with employees
- Create expectations
- Discover the importance of resiliency and flexibility

EMPLOYEE RECRUITMENT

Code: BB-OPS-013 Duration: 1 Day



Many companies simply wait for talent to come to them. Simply advertising an open position and hoping that you find the right talent does not guarantee that you will find the best people for the jobs in your organization. Actively seeking out qualified candidates is the best way to ensure that you find the talent that you need. Recruitment is essential to the success of your business.

Hiring a new employee is one of the largest investments you can make in business, which is why hiring the correct employee is so important. In addition, employee turnover costs companies a lot of money each year. This course will provide the employee recruitment strategies that any hiring department needs to help them interview and recruit the right employee.

Workshop objectives

- Defining recruitment
- Understanding the selection process.
- Recognizing the GROW model and how to set goals
- Preparing for the interview and question process.
- Identifying and avoiding bias when making offers
- Discovering ways to retain talent and measure growth

EVENT PLANNING

Code: BB-OPS-014 Duration: 1 Day



Successful event planning starts with possessing good communication skills, being highly organized and having the ability to follow up with vendors until completion. Preparation before, during and after is crucial in helping you reach your desired objectives.

With our Event Planning workshop, participants will learn how to anticipate and solve common planning issues for any small event ranging from informal gatherings, up to complex meetings. Effective troubleshooting will also help to ensure a happy and enjoyable event.

Workshop objectives

- Understand the different types of events
- Understand the planning process
- Know how to organize an event
- Understand how to manage and organize staff effectively
- Know how to tie up loose ends after the event

EXECUTIVE AND PERSONAL ASSISTANTS

Code: BB-OPS-015 Duration: 1 Day



Being an Executive or Personal Assistant is a unique position that requires a variety of skills. Whether you are updating schedules, making travel arrangements, minute taking, or creating important documents, all must be done with a high degree of confidentiality. Confidentiality is one of the most important characteristics for every assistant.

Our Executive and Personal Assistants workshop will show participants what it takes to be a successful assistant. Participants will learn how to effectively manage a schedule, organize a meeting and even how to be a successful information gatekeeper. Being an Executive or Personal Assistant takes a special skill set and this workshop will provide participants with all the necessary tools.

Workshop objectives

- Adapt to the needs and styles of management
- Communicate through written, verbal and nonverbal methods
- Improve time management skills
- Manage meetings effectively
- Act as an information gatekeeper
- Use the tools of the trade effectively

FACILITATION SKILLS

Code: BB-OPS-016 Duration: 1 Day



Facilitation is often referred to as the new cornerstone of management philosophy. With our focus on fairness, creating an easy decision making process, and creating a comfortable environment through better facilitation, we'll give participants a better understanding of what a good facilitator can do to improve any meeting or gathering.

The Facilitation Skills workshop can help any organization make better decisions. This workshop will give participants an understanding of what facilitation is all about, as well as some of the tools that they can use to facilitate small meetings. A strong understating of how a facilitator can command a room and dictate the pace of a meeting will have your participants on the road to becoming great facilitators themselves.

Workshop objectives

- Define facilitation and identify its purpose and benefits
- Clarify the role and focus of a facilitator
- Differentiate between process and content in the context of a group discussion
- Provide tips in choosing and preparing for facilitation
- Identify a facilitator's role when managing groups in each of Tuckman and Jensen's Stages of Group Development
- Identify ways a facilitator can help a group reach a consensus, from encouraging participation to choosing a solution
- Provide guidelines in dealing with disruptions, dysfunctions and difficult people in groups
- Define what interventions are, when they are appropriate and how to implement them

HANDLING DIFFICULT CUSTOMERS

Code: BB-OPS-017 Duration: 1 Day



Customer service is a necessary position in the job world today. It helps companies give customers what they want and what they need. Although many customers can be difficult, with the right training, skills, and knowledge, any difficult customer can be handled properly and effectively. With a positive attitude, your employee can effectively deal with the most difficult customers and both parties can end the conversation satisfied.

With the Handling a Challenging Customer workshop, participants will learn how engaging customers properly can benefit both the employee and customer. Effective customer service can change a company's reputation for the better. Through this workshop, participants will gain a new perspective on how to react to negative customers and leave the customer not only satisfied, but as a returning customer.

Workshop objectives

- Cultivate a positive attitude
- Manage internal and external stress
- Develop abilities to listen actively and empathize
- Build a rapport with customers in person and over the phone
- Understand the diverse challenges posed by customers
- Develop strategies to adapt to challenging circumstances

LEAN PROCESS AND SIX SIGMA BASICS

Code: BB-OPS-018 Duration: 1 Day



Six Sigma is a data-driven approach for eliminating defects and waste in any business process. You can compare Six Sigma with turning your water faucet and experiencing the flow of clean, clear water. Reliable systems are in place to purify, treat and pressurize the water through the faucet. That is what Six Sigma does to business; it purifies the processes in business so that they deliver their intended result.

Our Lean Process and Six Sigma workshop will provide an introduction to this way of thinking that has changed so many corporations around the world. This workshop will give participants an overview of the Six Sigma methodology, as well as some of the tools required to deploy Six Sigma initiatives in their own organizations.

Workshop objectives

- Develop a 360 degree view of Six Sigma and how it can be implemented in any organization
- Identify the fundamentals of lean manufacturing, lean enterprise and lean principles
- Describe the key dimensions of quality, product features and freedom from deficiencies
- Develop attributes and value according to the Kano Model
- Understand how products and services that have the right features and are free from deficiencies can promote customer satisfaction and attract and retain new customers
- Describe what is required to regulate a process
- Give examples of how poor quality affects operating expenses in the areas of appraisal, inspection costs, internal failure costs and external failure costs
- Using basic techniques such as DMAIC to identify potential Six Sigma projects
- Use specific criteria to evaluate a project
- Discover the root causes of a problem

MARKETING BASICS

Code: BB-OPS-019 Duration: 1 Day



Marketing is an essential element for every business. It can be that one missing piece of the puzzle, and when it fits, the big picture is revealed. Participants will be given an introduction to marketing and its benefits, since if you are not marketing your business, you will not grow, and if you do not grow you will not succeed.

Marketing Basics will provide the fundamental business development knowledge to participants, giving them the ability to build and grow business. Marketing has changed a lot recently and a new perspective will give participants the information needed to assist them in their marketing decisions. No matter what your product or service is, your business will benefit with a better understanding of marketing.

Workshop objectives

- Define your market
- Know the different types of marketing and ways to use them
- Learn effective ways of communicating with the customer
- Know how to set marketing goals and strategies
- Recognize common marketing mistakes and know how to avoid them

MEDIA AND PUBLIC RELATIONS

Code: BB-OPS-020 Duration: 1 Day



In this workshop, participants will get the knowledge they need to effectively manage their image and value by forming solid networks through strategic communication planning. Effective networking is essential for day-to-day business or for times when you are actively pursuing job opportunities. This workshop is designed to provide practical and hands-on tools that will give participants a fundamental skill-set in dealing with the media and the public.

Media and Public Relations is the most successful method of communicating your value to those around you. Furthermore, good networking skills enable you to tap into current relationships to increase the scope of your network. The larger the scope, the more people you can contact various growth opportunities.

Workshop objectives

- Network for success
- Manage "Meet and Greet" opportunities
- Dress for success
- Write effectively
- Set goals
- Manage media relations
- Plan issue and crisis communication
- Use social media
- Deliver effective employee communication

MEETING MANAGEMENT

Code: BB-OPS-021 Duration: 1 Day



This workshop is designed to give participants the basic tools needed to initiate and manage their meetings. They will learn planning and leading techniques that will give them the confidence to run a meeting that will engage attendees and leave a positive and lasting impression. Through this workshop, participants will acquire the fundamental skills required for the successful planning and implementing of any meeting engagement.

The Meeting Management workshop will explore how to reduce waste and make meetings more efficient. This is a hands-on workshop and your participation will help make it a valuable experience. Use the opportunity to begin the process of developing your skills with other participants who share the same desire to improve their meeting management skills.

Workshop objectives

- Planning and preparing
- Identifying the participants
- Choosing the time and place
- Creating and using meeting agendas
- Set up of the meeting space
- Incorporating electronic options
- Meeting roles and responsibilities
- Chairing a meeting
- Dealing with disruptions and personality conflicts

MOTIVATING A SALES TEAM

Code: BB-OPS-022 Duration: 1 Day



Anyone at any time can always use some inspiration and motivation. This workshop will help participants target the unique ways in which different sales team members are motivated. Finding the right incentive for each member of your sales team is crucial, as motivation works best when it is developed internally. Harness this through better communication, mentoring and developing the right incentives.

Motivating Your Sales Team will help participants create the right motivating environment that will shape and develop their sales team with right attitude and healthy competition. Instilling that unique seed which grows the motivation in your team will ensure an increase in performance and productivity. Have the best sales team you can have through better motivation.

Workshop objectives

- Discuss how to create a motivational environment
- Understand the importance of communication and training in motivating sales teams
- Determine steps your organization can take to motivate sales team members
- Understand the benefits of tailoring motivation to individual employees
- Apply the principles of fostering a motivational environment to your own organization

NEGOTIATION SKILLS

Code: BB-OPS-023 Duration: 1 Day



Although people often think of boardrooms, suits and million dollar deals when they hear the word negotiation, the truth is that we negotiate all the time. Through this workshop, participants will be able to understand the basic types of negotiations, the phases of negotiations and the skills needed for successful negotiating.

The Negotiation Skills workshop will give participants a sense of understanding their opponent, while having the confidence to not settle for less than what they feel is fair. Participants will learn that an atmosphere of respect is essential, as uneven negotiations could lead to problems in the future.

Workshop objectives

- Understand the basic types of negotiations and their distinct phases
- Define the skills needed for successful negotiating
- Understand and apply basic negotiating concepts
- Lay the groundwork for negotiation
- Identify what information to share and what to keep to yourself
- Understand basic bargaining techniques
- Apply strategies for identifying mutual gain
- Understand how to reach consensus and set the terms of agreement
- Deal with personal attacks and other difficult issues
- Use the negotiating process to solve everyday problems
- Negotiate on behalf of someone else

OVERCOMING SALES OBJECTIONS

Code: BB-OPS-024 Duration: 1 Day



Experiencing a sales objection can be a disheartening event. Through this course, participants will learn how to eliminate the objection and push through to get that sale. Even the best quality services or items can be turned down and learning how to overcome these denials will be of great benefit.

Overcoming Sales Objections is an essential part of the sales process, as it will open up a whole new set of opportunities. It will produce new sales and sustain an ongoing relationship with new clients. Objections will always occur no matter the item being sold or presented, but acquire the tools necessary to limit these obstacles.

Workshop objectives

- Understand the factors that contribute to customer objections
- Define different objections
- Recognize different strategies to overcome objections
- Identify the real objections
- Find points of interest
- Learn how to deflate objections and close the sale

PROPOSAL WRITING

Code: BB-OPS-025 Duration: 1 Day



A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice. Participants will explore the proposal writing process including the most common types of proposals.

The Proposal Writing workshop will take participants through each step of the proposal writing process, from understanding why they are writing a proposal, to gathering information, to writing and proofreading, through to creating the final, formal document.

Workshop objectives

- Identify the purpose of a proposal
- Identify different types of proposals
- Identify and perform the steps in the proposal writing process
- Perform a needs analysis and write a goal statement
- Prepare a proposal outline
- Improving writing skills with a variety of techniques
- Use appropriate resources and ghosting to build a strong case
- Add illustrations to a proposal
- Proofread and edit a proposal
- Add the finishing touches to create a professional-looking final product

SAFETY IN THE WORKPLACE

Code: BB-OPS-026 Duration: 1 Day



Workplace safety is the responsibility of everyone in an organization. Companies have legal obligations to meet certain safety requirements, but many go further than the minimum obligations. Safety standards and procedures must be put in place and everyone must adhere to standards in order for them to be effective.

Our Safety in the Workplace course will be instrumental in reviewing common hazards and safety techniques applicable to general workplace environments. After completion, participants will have the tools necessary to help them create a formal Safety Policy for their work place. By identifying and anticipating hazards, employers can prevent injuries and keep employees safe.

Workshop objectives

- Define workplace safety
- Understand legal responsibilities associated with a safe work environment
- Create a safety plan and identify hazards
- Recognize the role of management
- Develop training procedures
- Learn how to implement a safety plan

SALES FUNDAMENTALS

Code: BB-OPS-027 Duration: 1 Day



Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex. It requires you to convince someone with a potential interest that there is something to be gained from their interest concrete; something that merits the spending some of their hard-earned money.

The Sales Fundamentals workshop will give participants an overview of the basic sales process, plus some basic sales tools that they can use to seal the deal, regardless of the size of the sale. Participants will become more confident, handle objections and learn how to be a great closer.

Workshop objectives

- Understand the language of sales
- Prepare for a sales opportunity
- Begin the discussion on the right foot
- Make an effective pitch
- Handle objections
- Seal the deal
- Follow up on sales
- Set sales goals
- Manage sales data
- Use a prospect board

SOCIAL MEDIA IN THE WORKPLACE

Code: BB-OPS-028 Duration: 1 Day



Today's world is being flooded with social media invitations and updates. Web-based communication icons like Twitter, Facebook, YouTube, and LinkedIn are dominating the way we interact with each other. People are feeling the need to be updated at all times. It has become a time eater and businesses are quickly becoming aware of the drain that this can have on productivity. People love to share, but they need to know what information is alright to share and what information should be kept confidential.

Understanding social media is about communicating the right, ethical way. We are beginning to socialize more through electronic means than face to face. Talking on a phone has been replaced with texting. "Facebook Me" has officially become an accepted networking term. Social media channels have now become the main form of communication and participants will realize how Social media and the Workplace can work together.

Workshop objectives

- Learn the meaning of social media
- Learn different ways social media is used and altered
- Build and maintain a social media policy
- Keeping your social media secure
- Establishing rules for the social media the company posts
- Discover the benefits and pitfalls of using social media

SUPPLY CHAIN MANAGEMENT

Code: BB-OPS-029 Duration: 1 Day



Supply Chain Management improves the coordination and relationship between Suppliers, Producers and Customers. It must be kept at a high level of organization to be successful in today's global economy. Goods and services are now pieced together from all over the world, and this process can be hectic and complicated if not managed correctly.

With Supply Chain Management, your company and employees will be on target to lower costs, improve efficiency and increase customer satisfaction. This workshop will provide you with the understanding of how Supply Chain Management can improve and help almost any type of business.

Workshop objectives

- Introduction to inventory management
- Define supply chain groups
- Review tracking and monitoring methods
- Examine supply chain event management
- Comprehend the flows of supply chain management and data warehouses
- Understand the levels of supply chain management and their effects
- Identify how supply chain management relates to customer satisfaction, improving performance, lowering costs and enhancing product development

TELEWORK AND TELECOMMUTING

Code: BB-OPS-030 Duration: 1 Day



Working in a home office requires a unique set of skills. Teleworkers or virtual employees have additional challenges created by not being in a centralized office. Communication issues alone make it a challenging job and recognizing these challenges will help participants become great teleworkers.

Through the Telework and Telecommuting workshop, you will see a great improvement in performance and well-being, as being a teleworker does have the advantages of flexible schedules, reduced commute and general cost savings. Participants will establish the additional skills needed to be successful in their work from home environment.

Workshop objectives

- Know the skills required for working outside the office
- Learn keys to proper self-management
- Learn ways to manage time efficiently
- Know different methods of organization and planning
- Identify various forms of communication and their proper use
- Address and resolve challenges that teleworkers can face

TRADESHOW COORDINATION

Code: BB-OPS-031 Duration: 1 Day



Deciding to attend a trade show is a large investment for any company. It is better not to go to a trade show than to go unprepared. Every person in your booth is an ambassador to your company, and must be thoroughly prepared. Trade show attendees also usually plan a list of whom they're going to visit before even entering the convention centre doors, so make sure you are on that list.

Trade show staff will attain the necessary tools to succeed with our Trade Show Staff Training workshop. A successful trade show will benefit a company on many levels. The most basic statistic is that it can cost half as much to close a sale made to a trade show lead than to one obtained through any other means. So get trained and get to that trade show!

Workshop objectives

- Recognize effective ways of preparing for a trade show
- Know essential points to setting up a booth
- Know the Do's and Don'ts regarding behaviour during the show
- Acknowledge visitors and welcome them to the booth
- Engage potential customers and work towards a sale
- Wrap up the trade show and organize customer leads

WORKPLACE DIVERSITY

Code: BB-OPS-032 Duration: 1 Day



With the world becoming more mobile and diverse, diversity has taken on new importance in the workplace. Participants will be able to use strategies for removing barriers and stereotypes, and encouraged to promote diversity in not only their workplace, but also throughout their community.

The Workplace Diversity workshop will help participants understand what diversity is all about and how they can help create a more diverse world at work and at home. They will be instructed to use skills such as active listening to receive messages in a diverse population, employing effective questioning techniques and communicating with strength and respect.

Workshop objectives

- Explain the definition, terms and history of diversity
- Describe the meaning of stereotypes and biases, how they develop and the reasons for your own perspectives
- List strategies for removing barriers to encouraging diversity for yourself, in the workplace and in the social community
- Use active listening skills to receive messages in a diverse population, employ effective questioning techniques and communicate with strength
- Identify ways to encourage diversity in the workplace, while preventing and discouraging discrimination
- Understand and respond to personal complaints and develop a support system to manage the resolution process
- List the steps a manager should take to record a complaint, analyze the situation and take appropriate resolution action

WORKPLACE HARASSMENT

Code: BB-OPS-033 Duration: 1 Day



Harassment can be based on a variety of factors that differ from the one doing the harassment, such as race, sex, and disability. Experiencing uncomfortable situations in the workplace may be more than an offense against an individual. It can be a crime committed against the law, which is why this topic has become a very important for every organization.

The Workplace Harassment workshop will help give participants the tools necessary to recognize harassment in the workplace, as well understand their rights and responsibilities under the law with regard to safety in the workplace. Through this workshop, participants will recognize that it is necessary for everyone to help create programs that teach employees to identify harassment and exercise anti-harassment policies.

Workshop objectives

- Identify the words and actions that constitute harassment
- Understand what the law says about harassment
- Implement anti-harassment policies
- Educate employees and develop anti-harassment policies
- Discuss employer and employee's rights and responsibilities
- Address accusations of harassment
- Apply proper mediation procedures
- Deal with the aftermath of harassment

WORKPLACE VIOLENCE

Code: BB-OPS-034 Duration: 1 Day



Workplace harassment is illegal and destructive to any organization. It is important to treat everyone in the workplace with respect and dignity. Workplace harassment must be identified, discouraged and prevented in order to keep a hostile work environment from developing. Left unchecked, harassment can escalate into violence. Workplace harassment training is essential to the welfare of all businesses and their employees.

In order to prevent Workplace Violence, it is essential that managers and employees are able to identify individuals who could become violent and understand how to diffuse dangerous situations. This workshop will help participants to identify and address violence in the workplace, as well as giving them the tools to develop their own Workplace Harassment Policy.

Workshop objectives

- Define workplace harassment
- Understand bullies and how to avoid hiring them
- Create a risk assessment and understand how to handle violence
- Recognize social and business responsibility
- Develop relevant policies and procedures
- Learn how to investigate complaints