

Get Ahead with CMN's Business Courses!

NOW AVAILABLE TO EMPLOYERS
IN CORNWALL, DEVON AND
SOMERSET

CORNWALL
marine
NETWORK

Fully Funded Training July 2020

All courses run by CMN Training

Duration: 7 hours split into manageable sessions

*AM = 9am start, PM = 13:30pm start.

BOOK YOUR COURSE



01326 211382



training@cornwallmarine.net

29th (PM) & 30th (PM) June: Effective Complaint Handling

Our complaint handling workshop's overall aim is to equip and enable all personnel to deal effectively with varying types of complaints with the overall objectives of generating and maintaining loyal customers, converting dissatisfaction to satisfaction, as well as being mindful of their own emotional needs and coping mechanisms during challenging complaint situations.

1st (PM) 2nd (PM) & 3rd (AM) July: Adapting to Change

The life of a business owner/ manager is full of challenges, and the biggest challenge is to address and adapt to rapid changes. The course will enable you to pro-actively deal with and lead your team through change. Identify how the needs of your customers may have changed and what you can do to meet these needs; whether it is a change in your systems, processes or marketing. Understand how change may have an impact on your staff; from developing new skills, performing in new roles or working with new team members.

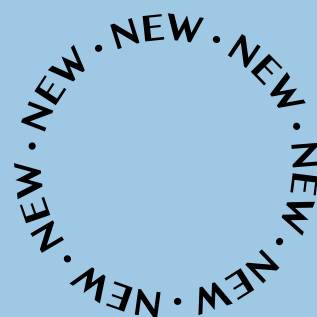
2nd (AM) & 3rd (AM) July: Intro to Leadership and Management

This course introduces leadership and management in the workplace. Leadership helps develop people to reach their maximum potential and is an art of motivation which enables teams to achieve a common goal. Managing teams and providing leadership effectively enhances organisations productivity and positivity. Throughout the course, learners will observe leadership and management styles, identifying positive steps to enhance their personal and team productivity.

COMING SOON - New Courses to Support Your Business

- Mental Resilience in the Workplace
- Returning to Work; COVID Anxiety
- Career Transition
- AND MORE

Register Your Interest Now!



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6th (PM) & 7th (PM) July: People Management

One day a person is 'one of the team' and the next day they can be a supervisor of the team. To perform this role effectively and get results through other people, requires a new range of supervisor skills. This course helps participants to make the transition from team member to an efficient and respected supervisor.

7th (AM) & 8th (AM) July: Assertive Management

This introductory course builds confidence for anyone working with people. This course looks at reducing and dealing with stress, dealing with conflict, saying no with confidence, managing time and instilling a sense of confidence in your own ability. Learners will look at how different personality types can hone their skills and those of their colleagues in order to promote respect and cohesive working practice within the workplace.

7th (PM) 8th (PM) & 9th (PM) July: Marketing Your Business

Discover new ways to market your business. During this course, CMN will give you the tools to improve your marketing strategy and grow your business by understanding your customers, generating content and setting goals for the future. Understanding your marketing strategy will help you to achieve relevant, engaging content and raise the profile of your business.

8th (AM) & 9th (AM) July: A Guide to Thriving in Telesales

Our telesales team require a specific set of skills and techniques if they are to be successful. It is not enough just to give them a contact list and let them go. Target-hitting results in telesales are achieved through successful telesales training. This one day course teaches techniques that will enable them to sell confidently and THRIVE!

9th (AM) & 10th (AM) July: Time Management

Identify ways to become more efficient by managing your time more effectively and differentiating between the demands on your time and setting priorities.

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14th (AM) & 15th (AM) July: Effective Problem Solving

People tend to do three things when faced with a problem: they get afraid or uncomfortable and wish it would go away; they feel that they have to come up with an answer and it has to be the right answer; and they look for someone to blame. Being faced with a problem becomes a problem. This bespoke course delves into how everyone can understand the process of solving workplace issues and building resilience and confidence in their own abilities.

14th (PM) 15th (PM) & 16th (PM) July: Customer Care

Excellent customer care is critical for any business in today's highly competitive environment. During this course, learners will understand the difference between customer needs and expectations, how to deal with customer complaints, as well as identifying and improving your customers experience, which in turn will help your business to provide the best service possible.

15th (AM) & 16th (AM) July: Finance for Non Financial Managers

This course is designed to give a good understanding of some key finance-based concepts and why they might apply to you, your current role, or your future career. We will also look at the key financial documents and how to interpret them.

15th (PM) & 16th (PM) July: Effective Marketing Strategies

Make the most from your marketing activity and learn how to interact with your customers to get their buy in. This session will look at the changing face of marketing, developing a plan, understanding yourself and your market but most of all understanding the journey your customers make with your business.

16th (AM) & 17th (AM) July: HR Appraisals and Managing Individual Performance

Explore the best practice components for constructive appraisals for employees, to help individuals develop and thrive in the team. Develop the skills to manage your team's performance including; setting goals and targets, recognising the links between effective performance management and employee development.

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20th (PM) & 21st (PM) July: Building and Maintaining an Effective Team

Our building and maintaining an effective team workshop includes; defining teams, establishing team norms, explores the stages of team development, functions and characteristics of high performing happy teams, the importance of communication, consequences of when a link is broken in the chain of team cohesion, leading to creating a personal action plan to implement and develop your team.

21st (AM) & 22nd (AM) July: Handling Conflict in the Workplace

The Confederation of British Industry estimates that the cost of workplace conflict is around £33 Billion each year. It also estimates that up to 20% of leaders' time is spent dealing with conflict. This workshop will enable you to understand; types of conflict which may occur, why it is challenging to resolve, tried and tested models to effectively resolve conflict, learn techniques which can be applied immediately.

22nd (AM) & 23rd (AM) July: Content and Visibility

This session will walk you through visibility and how to gain that all important momentum - we'll look at how to set a solid foundation for content that will feed into all areas of your digital marketing, ultimately ensuring your resource and budgets are used wisely and effectively.

22nd (PM) & 23rd (PM) July: Sales Techniques - Objection Handling

The overlooked subject of objection handling is most dangerous at the beginning of the buying process, when your sales team are prospecting. Representatives who do their own prospecting experience objections in their attempts to connect with and qualify your future customers. This course will give them the skills and techniques to overcome these objections and win the sale.

22nd (PM) & 23rd (PM) July: Mentoring and Coaching in the Workplace

A successful career involves constant self-improvement and development. Along the way, it's easy to feel lost, unsure, or out of your depth. This is why mentoring is so important: having someone neutral to turn to and bounce ideas off can give us the confidence to realise true potential. This introductory course gives insight into the benefits of mentoring and how effective mentoring plays a key role in nurturing staff to share their experiences to benefit the progress of the organisation.

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23rd (AM) & 24th (AM) July: Effective Complaint Handling

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27th (PM) & 28th (PM) July: Intro to Leadership and Management

This course introduces leadership and management in the workplace. Leadership helps develop people to reach their maximum potential and is an art of motivation which enables teams to achieve a common goal. Managing teams and providing leadership effectively enhances organisations productivity and positivity. Throughout the course, learners will observe leadership and management styles, identifying positive steps to enhance their personal and team productivity.

28th (PM) & 29th (AM) July: Assertive Management

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29th (AM) 30th (AM) & 31st (AM) July: Introduction to Event Management

A course developed specifically for staff involved or likely to be involved in Event Management. Topics include planning your event, things to consider, event management plan, event planning timeline, risk assessments and insurance and A-Z of Event Planning. We encourage participants to have an idea for an event, either work based or to raise money for a charity before the course starts.

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Back by popular demand, CMN's great range of Short Business Courses, tailor made to your needs.

Ask us about funding opportunities!

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Did you know we also offer?

- Skills Brokerage
- Company Training Plans
- Bespoke Training Courses
- Accredited NVQ Training
- Apprenticeship Recruitment and Employment Support
- Apprenticeship Training Packages

Call Keeley McCabe today to see how CMN can support your business!

Tel: **01326 211382**



European Union
European
Social Fund

Skills Support for the Workforce (SSW) is a programme developed to upskill employees within small and medium-sized enterprises (SMEs) in Devon and Somerset. We provide recognised accredited qualifications and bespoke training courses to enhance your employees' skills, increase the competitiveness of your business and boost the local economy.

Cornwall Marine Network is part of Serco's network of expert organisations chosen to deliver the SSW programme in your area. Because SSW is co-financed by the European Social Fund (ESF) and the Education and Skills Funding Agency (ESFA), we can support your workforce at no extra cost to your business.

Delegates will need to meet eligibility requirements, complete funding paperwork and take a short English and maths assessment to qualify. A minimum of 6 delegates are required for a course to run. CMN reserves the right to change courses, dates and locations.

We deliver this programme
on behalf of
serco

 **CORNWALL
marine
NETWORK**



**Education & Skills
Funding Agency**