

# absolutely business



## Denise Walker

### Subjects covered

#### 1. Sales (consultative selling)

My work is especially effective with organisations that are focused on quality sales, building and maintaining long term customer relationships. Coaching, training and consultancy includes:

- Client contact management
- Sales questioning techniques
- Features and benefits
- Differentiation (USPs)

#### 2. People management

This is usually delivered through an initial 2-day course and followed up via coaching sessions and mentoring. If required, the whole programme can be delivered on a one-to-one training/coaching basis. Topics include:

- The role of the manager and how to be an effective manager
- Vision and how to make it work on a day-to-day basis
- Leadership styles
- Managerial qualities
- Example-setting
- Delegation
- Teams: team evolution; competency-based recruitment for teams; learning stages; learning styles
- Performance management
- Motivation
- Giving and receiving feedback
- Appraisals
- Managing poor performance
- Dealing with conflict
- Change management
- Time management

#### 3. Business analysis

This is geared towards SMEs and covers:

- Current business performance - financial and operational (ratios, conversion rates etc.)
- People (recruitment, induction, development, measurement, appraisals)
- The market
- The competition
- Marketing strategy
- Sales strategy and processes
- Operational processes
- Support systems
- Basic finance management
- Standards

#### **4. Strategic and business planning**

I work with directors, owners and senior managers of SMEs, to facilitate of frank and robust discussions of ideas for the strategic plan and then work with them on the strategic plan and relevant business plan(s) and finances.

#### **5. Processes, pro-formas and key performance indicators (KPIs)**

I examine the way in which departments work, spot areas of strength and for improvement, then help to implement changes to maximise efficiency. I also have a whole host of sample templates, which are sometimes used as a starting point for clients' own designs.

#### **6. Staff selection and recruitment**

- How to prepare for and effectively carry out a biographical interview
- Identifying role criteria
- How to appraise interviewees effectively
- Writing job descriptions and person specifications
- Basic questioning techniques
- Basic legal compliance
- Body language
- Designing competency based questions
- Competency-based interviewing

#### **7. Recruitment Industry (specialism)**

Specifically for recruitment businesses:

- Managing candidates: sourcing, taking the response, the candidate registration, interview/sales control techniques, managing counter offers, post interview tasks.
- Managing clients: identifying clients, making the initial approach, contact processes and admin.
- Managing jobs: taking job briefs, sourcing suitable candidates, "selling" the job, CV commentaries.
- Managing interviews and offers: preparing candidates, preparing clients, feedback, and the job offer.
- Quality control.

#### **Preferred client types/audiences**

##### **For consultancy:**

- SMEs or departments within a larger business.
- Quality-driven service-based businesses.

##### **For training:**

- I work in clients' businesses, rather than offering open courses.
- Ideally smaller groups of up to 10 but I can accommodate larger groups.
- I can work with a mix of experienced and inexperienced participants.
- My style is informal and I like to involve the participants throughout the training through questioning, workshops and, where appropriate, role-play.

##### **For speaking events:**

- I work best with smaller groups of up to 50. I am prepared to work with larger groups, on condition that there is enough opportunity for audience participation and interaction.