

# Skillshub Content Library

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\* The sessions that make up Communication Techniques and Person Development are also available as part of the Management and Leadership topic.

# Management & Leadership



## Introduction To Management

1. Essential Communication Skills
2. Advanced Communication Skills
3. Effective Coaching Skills
4. Delegation Skills
5. Emotional Intelligence
6. Leadership Styles
7. Management Versus Leadership
8. Managing Change
9. Managing Performance
10. Motivation Masterclass
11. Conflict Management
12. Leading Virtual Teams
13. Effective Remote Working
14. Transitioning To The New Normal



## Appraisal Skills

1. The DNA Of A Successful Appraisal
2. Preparing For An Appraisal
3. How To Structure The Appraisal Discussion
4. How To Appraise Challenging Staff Members
5. Following Up On An Appraisal
6. How To Avoid Common Errors In Appraisals
7. How To Have Difficult Conversations With Poor Performers
8. Why Having Difficult Conversations Can Be Beneficial
9. How To Hold An Effective Appraisal



## Coaching Skills

1. When To Coach & When To Tell
2. How To Coach A Perfect 10
3. Coaching High Performers
4. Coaching Techniques - Example, Effect, Change
5. Effective Questioning During Coaching
6. Using The Grow Coaching Model
7. What Is Coaching & Are You Doing It?
8. The Grow Coaching Model
9. How To Constructively Challenge In A Coaching Session
10. Great Coaching Questions To Use At Work



## Managing Conflict

1. Identifying & Dealing With A Blame Culture
2. Key Skills Required When Handling Conflict
3. Resolving Conflict Situations - Part 1
4. Resolving Conflict Situations - Part 2
5. The 5 Options Of Conflict Resolution
6. What Is Conflict At Work?



## Negotiation Skills

1. How To Negotiate More Effectively
2. How To Renegotiate Deadlines
3. Negotiation Styles
4. Preparing To Negotiate

# Management & Leadership



## Building High Performing Teams

1. Collaborative Working
2. Understanding The Basic Needs Of Your Team
3. Developing Your Team
4. Dealing With A Team That Is Underachieving
5. Taking A Proactive Approach With Team Building
6. Implementing Team Values, Norms & Behaviours
7. How To Create A High Performance Team Culture
8. How To Conduct A Team Self-Evaluation
9. Maslow's Hierarchy In The 21st Century
10. The 5 Dysfunctions Of A Team
11. How To Improve Employee Engagement
12. Balancing Control & Freedom With Your Team
13. How To Boost Team Morale
14. What Stage Is Your Team At?
15. Cross Team Working
16. Stages Of Team Development



## Change Management

1. Understanding The Change Management Process
2. Dealing With The Impact Of Change
3. Selling The Need For Change
4. Encouraging Engagement During Change
5. Showing Leadership During Change
6. Lewin's Force Field Analysis
7. The Change Curve
8. Are Your Staff Resisting Change?
9. How To Guide People Through Change
10. Business Development & Continuous Improvement
11. Managing Change



## Assertiveness Skills

1. Practical Assertive Techniques
2. How To Become More Assertive As A Leader
3. Using Assertiveness To Deal With Negativity
4. How To Say No
5. How To Assertively Deal With Aggression
6. How To Be Assertive When You Are Shy & Introvert
7. How To Be Assertive With Your Boss



## Communication Skills

1. Active Listening - How To Really Do It
2. Advanced Communication Skills - Big Picture Vs Detailed Thinking
3. Advanced Communication Skills - Internal & External References
4. Advanced Communication Skills - Understanding Pain & Pleasure
5. Are You Using Negative Language Patterns?
6. Communication & Influence
7. Communication Technique - Pause, Think, Act
8. Creating Clear Communications
9. How Managers Empower Their Staff Through Open Questions
10. How Managers Say No Without Crushing Morale
11. How To Ask For Help In The Right Way
12. How To Plan Out An Effective Communication
13. Influencing Skills
14. The Abc's Of Effective Communication
15. Tips For Improving Active Listening
16. Understanding People - Do You Match Or Mismatch?
17. Understanding People - External V Internal Reference
18. Understanding People - How We Are Convinced By Something?
19. Understanding People - Move Towards V Move Away
20. Understanding People - Where Is Your Attention?
21. Which Communication Style Do You Use?
22. Why Having Difficult Conversations Can Be Beneficial
23. Listening
24. Types Of Communication
25. The Art Of Listening - Part 1
26. The Art Of Listening - Part 2
27. Written Communication - Informal
28. Written communication - Purpose & Choice Of Style
29. Written communication - Formal Vs Informal
30. Reading Styles - Skimming



## Time Management

1. Effective Time Management
2. How To Use A Time Log To Get More Done
3. Left Brain & Right Brain Thinking
4. Setting Effective Goals
5. Time Stealers - How Do We Identify Them?
6. Management Of Self
7. Time Management

# Management & Leadership



## Emotional Intelligence

1. 7 Ways To Improve Your Emotional Intelligence
2. An Introduction To Emotional Intelligence
3. Boost Your Empathy Skills
4. Boost Your Self-Awareness
5. Boost Your Self-Control
6. Boost Your Self-Motivation
7. Boost Your Social Skills
8. Emotional Intelligence
9. Emotional Intelligence - Improving Your Empathy
10. Emotional Intelligence - Improving Your Self-Control
11. Emotional Intelligence - Improving Your Self-Awareness
12. Emotional Intelligence - Improving Your Self-Motivation
13. Emotional Intelligence - Improving Your Social Skills
14. What Is Emotional Intelligence?



### Effective Meeting Skills

1. How To Deal With Disruptive People In Meetings
2. How To Keep People On Task During Meetings
3. How To Make Your Meetings More Effective
4. How To Run MAGIC Meetings
5. Running More Productive Meetings
6. The DNA Of A Successful Meeting
7. Briefings
8. Business Rhythm
9. More Formal Meetings



### Feedback Skills

1. Delivering Negative Feedback
2. Giving & Receiving Feedback
3. Giving Constructive Feedback
4. How People Feel When They Receive Feedback
5. How To Give Quality Feedback
6. Techniques To Use When Giving Feedback
7. The Principles Of Great Feedback
8. Constructive Feedback
9. Feedback Mechanisms



### Handling Difficult Conversations

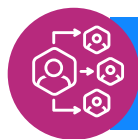
1. How To Assertively Deal With Aggression
2. How To Close A Difficult Conversation
3. How To Give Bad News In The Right Way
4. How To Handle Difficult People
5. How To Have Difficult Conversations With Poor Performers
6. How To Hold A Difficult Conversation
7. Preparing For A Difficult Conversation
8. Why Having Difficult Conversations Can Be Beneficial
9. Difficult Conversations



### Presentation Skills

1. 3 Tips To Reduce Your Presentation Jitters
2. Strong Introductions To Your Presentations
3. 4 Rules For Eye-Catching Presentations
4. Overcoming Your Presentation Fears
5. Overcoming Your Presentation Nerves
6. Planning A Presentation
7. Structuring Your Presentation
8. Presentations

# Management & Leadership



## Delegation Skills

- 1.7 Ways To Delegate Work
- 2.A Delegation Framework
- 3.A Quick Delegation Audit Exercise
- 4.Delegation: Overcoming Resistance
- 5.Do You Delegate Effectively?
- 6.How To Check In To Ensure Progress Is Made
- 7.The 7 Levels Of Delegation
8. Level 1 – Managing Task & Person
9. Level 2 – Confirming Confidence
10. Level 3 – Their Recommendations
- 11.Level 4 – Freedom With Checkpoints
12. Level 5 – High Autonomy
13. Level 6 – Checking Results
- 14.Level 7 – Complete Control
- 15.Delegation Techniques
- 16.Types of Team
- 17.Project Management: Using The BALM Acronym



## Personal Skills

- 1.Are Your Goals SMART?
- 2.Defining & Modelling Excellence
- 3.How Managers Can Build Their Self-Confidence
- 4.How Managers Fight Procrastination
- 5.How To Create A Personal Development Plan
- 6.How To Manage Those Emails
- 7.Managing Your State Through Focus, Body Language & Words
- 8.How To Be Assertive When You Are Shy & Introvert
- 9.How To Be Assertive With Your Boss
- 10.Are You Having An Active Working Day?
- 11.The Benefits Of A Lunchtime Walk
- 12.Awareness Of Self
- 13.Interpersonal Skills
- 14.Learning Styles
- 15.Personal Abilities
- 16.Raising Concerns
- 17.What Type Of Mindset Do You Have?
18. Upward Influence – Mastering The Art Of Managing Up



## Storytelling For Business

- 1.Connecting & Engaging With The Audience When Telling Stories
- 2.Storytelling For Business – A Model To Follow
- 3.The DNA Of A Successful Story
- 4.Why Tell Stories – What's The Pay Off?



## Leadership & Management

- 1.Are You Acting As A Role Model?
- 2.Are You Being A Consistent Leader?
- 3.How Managers Build Trust Within Their Team
- 4.How To Manage Former Peers
- 5.Leadership Vs Management – What Is The Difference?
- 6.Leadership Vs Management Introduction
- 7.Managing Absence In The Right Way
- 8.Maslow's Hierarchy In The 21st Century
- 9.The 5 Dysfunctions Of A Team
- 10.Understanding Managerial Styles
- 11.Which Style Are You Using The Most?
- 12.Customer & Stakeholder Management
- 13.Decision Making
- 14.Functions Of A Leader
- 15.Future Focus
- 16.Leadership Styles
- 17.Managing Absence
- 18.Operational Management: Approaches & Models
- 19.Operational/Department Manager Attributes
- 20.Organisational Culture
- 21.Organisation Governance & Compliance
- 22.Organisational Strategy
- 23.Organisational Values & Ethics
- 24.Reward & Recognition
- 25.The Differences
- 26.The Functional Approach To Leadership
- 27.Managing Neurodiverse Staff



## Process Improvement

- 1.Cycle Of Continuous Improvement
- 2.How To Review Your Current Processes
- 3.Implementing The Deming Cycle For Continuous Improvement
- 4.Planning & Implementing Improvements To Your Processes
- 5.Reducing Waste In The Process
- 6.Using Brainstorming To Create Ideas
- 7.Data Management & Technology
- 8.Sharing Best Practice
- 9.Managing Processes
10. How Can Technology Make Our Processes Easier?
- 11.Four Steps To Improving Your Processes

# Management & Leadership



## Managing Hybrid Teams

1. Multiple & Remote Teams
2. The Five Characteristics Of Hybrid Working
3. The Hybrid Working Model
4. Five Skills You Need For Successful Hybrid Working
5. Understanding The Impact Of Transitioning To A Hybrid Workplace
6. The Benefits Of Hybrid Working For A Business
7. What Is Hybrid Working & Why Do Employees Want It?
8. How To Support Hybrid Working Schedules
9. Leadership & Hybrid Working
10. The Challenges Of Managing A Hybrid Team
11. Establishing Accountability For Making Hybrid Working Work



## Problem Solving & Innovation

1. Effective Problem Solving - Asking The 5 Why's
2. How To Run A Brainstorming Session
3. Running Action Learning Sets To Solve Problems



## Performance Management

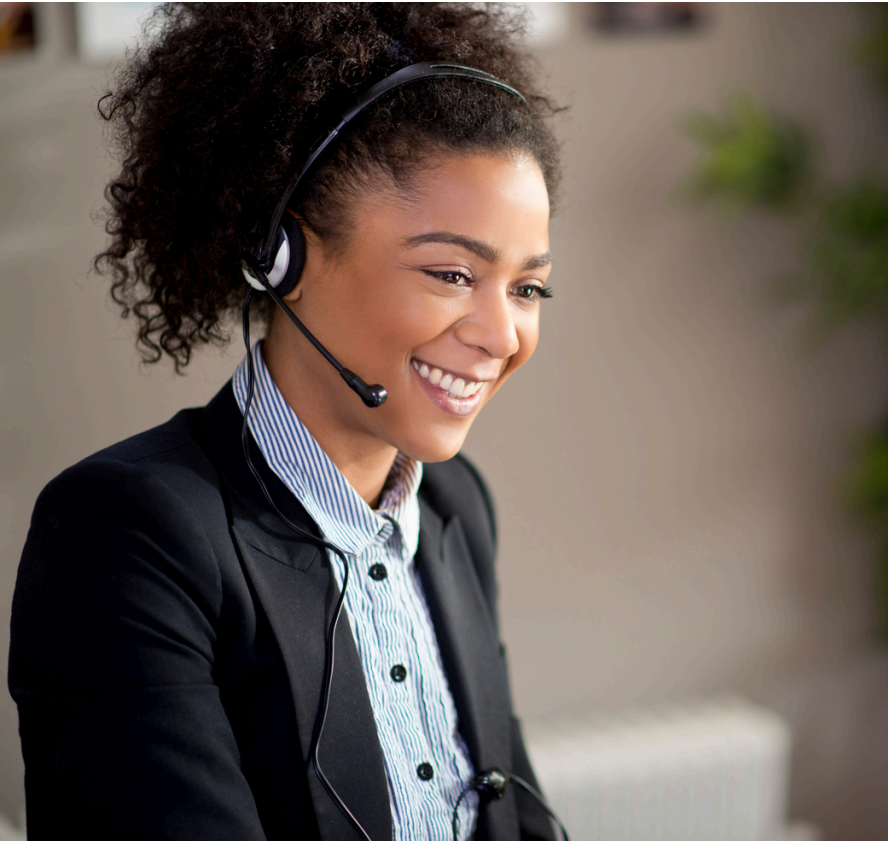
1. Getting Action From Your One To One Meetings
2. How To Deal With Consistent Lateness
3. How To Gain Commitment From Your Staff
4. How To Handle Poor Performing Employees
5. How To Manage People Older Than Yourself
6. How To Motivate Members Of Your Team
7. How To Run An Effective One To One Meeting
8. Managing Performance
9. Tackling Poor Performance
10. The First Step In Tackling Poor Performance
11. The Performance Management Chat
12. The Poor Performance Chat
13. Performance Management Techniques



## Stress Management

1. Building Resilience At Work
2. Defining Stress & Its Effects
3. HSE Stress Management Standards - Part 1
4. HSE Stress Management Standards - Part 2
5. Mental Health At Work - Overview
6. Personality Types & Stress
7. Pressure & Stress
8. Recognising & Dealing With Stress
9. Stress Levels - Accepting What You Cannot Change
10. Stress Levels - Adapting To The Stressful Situation
11. Stress Levels - Altering The Situation
12. Stress Levels - Avoiding Unnecessary Stress
13. Stress Levels - Coping Networks
14. The 6 Sources Of Workplace Pressure - Part 1
15. The 6 Sources Of Workplace Pressure - Part 2
16. What Pressure Are You Under? Part 1
17. What Pressure Are You Under? Part 2
18. The Pressure Curve
19. The 3 Primary Sources of Pressure
20. Wellbeing - A Three-Pronged Approach
21. Pressure & Stress Warning Signs
22. Wellbeing & Resilience Strategies - Part 1
23. Wellbeing & Resilience Strategies - Part 2
24. Wellbeing & Resilience Strategies - Part 3

# Customer Service



## Customer Service Fundamentals

1. Being Open To Feedback
2. Communication
3. Customer Experience
4. Dealing With Customer Conflict & Challenge
5. Developing Yourself
6. Equality
7. Influencing Skills
8. Interpersonal Skills
9. Knowing Your Customers
10. Meeting Regulations & Legislation
11. Personal Organisation
12. Presentation
13. Product & Service Knowledge
14. Right First Time
15. Role & Responsibilities
16. Team Working
17. Understanding The Organisation



### Telephone Skills

1. Best Practice Customer Service Over The Telephone
2. Dealing With Difficult Customers Over The Telephone
3. Effective Listening Skills
4. Effective Questioning Skills
5. Handling Customer Complaints - Investigating On The Phone
6. Handling Customer Concerns & Complaints - Responding On The Phone
7. How To Answer A Call In The Right Way - First Impressions Count
8. How To Build Rapport Over The Telephone
9. How To Put Callers On Hold & Transferring Calls
10. Taking Messages Over The Phone
11. The 4 E's Of Effective Telephone Communication
12. The Challenges Faced With Telephone Communication
13. The Importance Of Top Quality Telephone Skills



### Face-To-Face

1. Best Practice Customer Service Face To Face
2. Dealing With Difficult Customers Face To Face
3. Handling Customer Enquiries
4. How To Develop Your Questioning & Listening Skills
5. How To Handle A Complaint
6. Understanding Your Role As A Customer Service Professional
7. What Do Our Customers Expect From Us?
8. What Does Great Customer Service Look & Sound Like?





# Equality, Diversity & Inclusion

1. Age Discrimination
2. An Introduction To Equality, Diversity & Inclusion
3. Bullying & Harassment
4. Disability Discrimination
5. Gender Reassignment Discrimination
6. Marriage Or Civil Partnership Discrimination
7. Pregnancy & Maternity Discrimination
8. Race Discrimination
8. Religion Or Belief Discrimination
9. Sex Discrimination
10. Stereotyping & Prejudice
11. Sexual Orientation Discrimination
12. The Equality Act 2010
13. Organisational Culture
14. Unconscious Bias
15. Inclusivity
16. What is Neurodiversity?
17. Equality, Diversity and Inclusion
18. Unconscious Bias



# Health & Wellbeing

1. Mental Health At Work - Overview
2. Pressure & Stress
3. Pressure & Stress Warning Signs
4. The 6 Sources Of Workplace Pressure - Part 1
5. The 6 Sources Of Workplace Pressure - Part 2
6. The Benefits Of A Lunchtime Walk
7. The Pressure Curve
8. The Three Primary Sources of Pressure
9. Wellbeing - A Three-Pronged Approach
10. Building Resilience at Work
11. Are You Having An Active Working Day?
12. 21st Century Assertiveness - Part 1
13. 21st Century Assertiveness - Part 2
14. HSE Stress Management - Part 1
15. HSE Stress Management - Part 2
16. Wellbeing & Resilience Strategies - Part 1
17. Wellbeing & Resilience Strategies - Part 2
18. Wellbeing & Resilience Strategies - Part 3
19. What Pressure Are You Under? - Part 1
20. What Pressure Are You Under? - Part 2
21. Returning To The Workplace
22. Supporting Your Team Back To The Workplace
23. Anxiety Management Strategies

# Health & Safety



## Fire Safety

1. Fire Doors
2. Fire Extinguishers
3. Fire Marshals
4. Fire Safety - Your Responsibilities
5. Fire Safety Legislation & Health & Safety
6. Means Of Escape & Evacuation
7. Perception & Behaviour Of People In Fire Situations
8. The Causes Of Fire
9. The Classification Of Fires
10. The Fire Triangle



## Company Requirements

1. Appointed First Aid
2. Employee Responsibilities
3. Noise At Work
4. Risk Assessments
5. Safe Equipment & Systems
6. The Health & Safety At Work Act
7. Workplace Hazards
8. Carrying Out Risk Assessments
9. Appointed First Aider



## Work Safety Requirements

1. Manual Handling Techniques & Best Practices
2. Slips, Trips & Falls
3. Working From Heights
4. Asbestos Awareness
5. Environment Awareness For Business
6. Fire Marshal Awareness
7. Fire Awareness & Safety



## Ergonomic Workspace

1. Correct Posture Whilst Sitting
2. Introduction To An Ergonomic Workspace
3. Setting Up Your Workspace - Adjusting Your Chair
4. Setting Up Your Workspace - Preventing RSI At Work
5. Setting Up Your Workspace - Reducing Eye-Strain
6. The Art Of Lifting
7. Ergonomic Workspace for Health & Productivity (DSE)



# GDPR



1. An Introduction To GDPR
2. What Makes GDPR Different?
3. What Is Considered As Personal Data?
4. What Is A Data Subject?
5. Your Role - Data Processor Or Data Controller?
6. Processing Data
7. 6 Bases Of Legal Data Processing
8. Data Protection Principles
9. New Data Subject Rights
10. Data Breaches
11. The Difference Between UK & EU GDPR
12. GDPR



# Project Management

1. How To Estimate Work
2. How To Manage Project Risks
3. How To Manage Resources
4. How To Run An Effective Project
5. Managing Stakeholders
6. Phase 1 - Project Initiation
7. Phase 2 - Project Planning
8. Phase 3 - Project Execution & Control
9. Phase 4 - Project Closure
10. Project Budgeting
11. Project Management For Non-Project Managers
12. Project Planning Tools
13. Setting Project Goals & Objectives
14. So You've Got A New Project - Now What?
15. The Different Phases Of A Project
16. The DNA Of A Project Plan
17. Tracking Progress Of Your Project
18. Understanding Critical Path Analysis
19. Understanding The Key
20. Characteristics Of All Projects
21. What Makes Up A Good Project Team?
22. Project Life Cycle
23. Implementing Operational Plans
24. Simple Techniques
25. Time To 'Do The Do' - Make The Project Happen



# Human Resources

1. Alcohol & Drugs At Work
2. Anti-Money Laundering
3. Email & The Internet
4. Environmental Awareness
5. The Freedom Of Information Act
6. Harassment & Bullying At Work
7. Health & Wellbeing
8. Mental Health At Work
9. Safeguarding Adults
10. Safeguarding Children
11. Social Media Awareness
12. The Bribery Act
13. The Data Protection Act
14. Understanding Cybersecurity
15. The Modern Day Slavery Act 2015
16. Whistleblowing
17. Fraud Awareness & Prevention
18. Cyber Security Awareness
19. Bullying & Harassment In The Workplace
20. Mental Health Awareness
21. Modern Slavery
22. Fraud Awareness and Prevention
23. Sexual Harassment In The Workplace
24. Anti-Money Laundering (AML)
25. Anti-Bribery
26. Anti-Tax Evasion
27. Mastering Financial Compliance
28. Understanding Global Financial Markets
29. Whistleblowing Awareness & Protection

# Sales Effectiveness



## Introduction To Sales

1. Building Pain & Pleasure Within The Sales Interaction
2. Effective Planning & Preparation For The Sale
3. Effective Sales Interactions
4. How Is A Sale Made?
5. How To Ask For The Sale
6. Overcoming Objections
7. Selling Is About Pulling Not Pushing
8. The Importance Of Follow Up
9. Understanding Benefits V Features
10. Understanding The Modern Day Buyer
11. Understanding The Sales Process
12. Using Emotion & Logic To Influence



## Handling Objections

1. Are Sales Objections A Bad Thing
2. Are Sales Objections A Good Thing
3. Different Types Of Closes & Their Effectiveness
4. Handling Objections - "That Costs Too Much"
5. Handling Objections - Price Objection Or Price Shock
6. Handling Objections - There Are Only Two Types
7. How To Ask For The Business
8. How To Avoid Objections In The First Place
9. How To Frontload Objections Into Your Interactions
10. How To Handle The Objection & Move The Sale Forward
11. How To Isolate An Objection
12. Technique - Feel, Felt, Found
13. The Best Objection Handling Model To Use
14. The First Thing To Do When Faced With An Objection
15. What Type Of Objections Do You Receive?
16. When to Walk Away From Price Only Customers
17. Word For Word Responses To The Most Common Objections



## Preparation & Mindset

1. 3 Ways On Gaining More Info Without Asking A Single Question
2. Changing Your Mindset & Approach Part 1
3. Changing Your Mindset & Approach Part 2
4. Common Reasons Why Sales People Fail
5. Getting Organised
6. Know Your Stuff
7. Manage Your State
8. Mentally Preparing For The Sale
9. Overcome The Fear of Rejection
10. Planning & Preparing For A Sales Meeting - Part 1
11. Planning & Preparing For A Sales Meeting - Part 2
12. Successful Sales Habits
13. The Pull Don't Push Attitude
14. The Sales Mindset
15. Understanding The DNA of Sales
16. Understanding The Science of Your Selling
17. What Is Your Sales Style?
18. What It Takes To Be A Modern Day Sales Professional



## Key Account Management

1. Account Management Effectiveness
2. What Is Key Account Management?
3. What is the Role of a Key Account Manager?



## Territory Management

1. Territory Management - Best Practices
2. What Is Territory Management?

# Sales Effectiveness



## Sales Interactions

- 1.10 Tips To Improve Your Listening Skills
- 2.7 Steps To Build & Maintain Connections With Your Clients
3. Asking Questions
4. Closing - How To Move The Sale Forward
5. Creating A Sense of Urgency In The Sale
6. Ditch The Pitch Approach
7. Don't Talk About Your Solutions Too Early On
8. Helping People To Buy
9. How To Front Load Objections
10. How To Reduce Your Price
11. How To Respond To Why Should I Buy From You
12. How To Respond When The Prospect Asks For A Discount
13. Keeping Control When The Customer Says Yes
14. Listening Mistakes Sales People Make
15. Never Ask This Question When Closing
16. Objection Handling Masterclass
17. On Your Way To The Meeting
18. Planned Not Canned Presentations
19. Pre-Meeting Mindset & Objective Setting
20. Preparing Your Small Talk
21. Pull Vs Push Selling
22. The Top Questions To Uncover Needs, Wants & Pain
23. Use This Wording When Revealing The Price To Your Prospect
24. Using Email During The Sales Cycle
25. Using Emotion & Logic To Influence Part 1
26. Using Emotion & logic to influence Part 2



## Sales Management

- 1.7 Ways To Make Your Monday Morning Sales Meeting Buzz
2. Field Accompaniments - After The Visit
3. Field Accompaniments - Before The Visit
4. Field Accompaniments - During The Visit
5. How To Carry Out A Complex Sale - Part 1
6. How To Carry Out A Complex Sale - Part 2
7. Running Effective Sales Coaching Sessions
8. Sales Coaching Defined
9. Supporting As A Sales Coach
10. The 4 Stages Of A Complex Sale



## Cold Calling & Prospecting

- 1.3 Powerful Tips For Setting Appointments On The Telephone
- 2.3 Useful Hints For Leaving Your Prospect A Voicemail
- 3.4 Quick Tips On Gaining More Referrals Than You Can Handle
- 4.5 Prospecting Mistakes to Avoid
- 5.6 Phrases To Avoid When Speaking With The Decision Maker
6. Cold Calling - How to Open Your Call
7. Developing A Calling Framework To Use
8. How To CEMENT Your Appointments In Stone
9. How To Close A Direct Sale Over The Telephone
10. How To Get Through A Gatekeeper Screen
11. How to Get Your Voicemails Returned
12. How To Identify A Gatekeeper Screen
13. How To Open Your Calls
14. How To Overcome Objections On The Telephone
15. How To Sell An Appointment
16. How To Sell The Appointment & Not What You're Selling
17. Keeping Your Pipeline Full
18. Make Your Sales Scripts Sound Unrehearsed
19. On Your Way To The Telephone
20. Pre Call Planning & Objective Setting
21. Pre-Call Planning & Preparation
22. Prospecting - Keeping In Touch Without Stalking
23. Prospecting - Why You Should Lose "Touching Base"
24. Qualifying Decision Makers
25. Social Selling
26. Successful Follow Up Calls
27. The Gatekeeper Screen
28. Uncovering The Needs & Wants Of Your Prospects
29. We're Happy With Our Current Supplier... What Now



## Consultative Selling

1. Consultative Selling Skills - Why Use This Approach?
2. Consultative Selling Skills - The PULSE Model
3. Consultative Selling PULSE Model - Position
4. Consultative Selling PULSE Model - Understand
5. Consultative Selling PULSE Model - Leverage
6. Consultative Selling PULSE Model - Solution
7. Consultative Selling PULSE Model - Evolve
8. Consultative Selling Reminders



# Sales Effectiveness



## Retail Sales

1. The Key To Improving Retail Sales
2. The Balance Between Sales & Service
3. Product Knowledge
4. Store Presentation & Merchandising
5. Personal Presentation & Hygiene
6. Behaviour & Body Language
7. Health & Safety
8. Understanding Your Competitors
9. Meets & Greet - Approaching Customers
10. Discovery - Unearthing Needs
11. Offering The Solution
12. Creating Interest With Features & Benefits
13. Detecting & Overcoming Stalls To The Buying Process
14. Closing The Sale
15. Additional Selling Techniques
16. Point Of Sale
17. Phone Calls, Email & Internet Sales
18. Handling Complaints



## Winning Sales Presentations

1. Creating A Powerful First Impression & Opening
2. Creating Dynamic Content For Your Presentation
3. Delivery Strategies Part 1
4. Delivery Strategies Part 2
5. Delivery Strategies Part 3
6. How To Answer Challenging Questions
7. How To Capture Your Audience's Attention
8. How To Connect With Your Audience
9. How To Handle Challenging People During Your Presentations
10. How To Overcome Nerves
11. Pre-Presentation Planning
12. Pre-Presentation Preparation
13. The 4 Elements Of A Sales Presentation
14. The DNA Of A Formal Sales Presentation
15. The Power Of Tonality
16. The Power Of Your Body Language



## Sales Exhibitions

1. Getting The Message Right
2. Managing The Stand
3. Lead Classification
4. Exhibition Stand Behaviours
5. Why Do We Exhibit?
6. Pre-Exhibition Objectives
7. Pre-Exhibition Lead Nurturing
8. How To Identify, Approach & Engage With Exhibit Visitors
9. Killer Engagement Skills On The Stand
10. Lead Follow Up

# Sales Effectiveness



## Gaining An Unfair Advantage

1. 10 Customer Wants In Addition To Lowest Price
2. From Sales Person To Trusted Advisor
3. How To Bash The Competition Without Bashing Them
4. How To Remove Existing Supplier Relationships
5. How To Remove Your Competitors From The Equation
6. Keeping Your Prospects Warm During The Sales Cycle
7. Understanding Your Numbers For Accelerated Results
8. Why Speed Wins In Sales



## Understanding Buyers

1. Different Buyer Types Part 1- Activist & Reflector
2. Different Buyer Types Part 2 - Theorist & Pragmatist
3. How To Build Rapport
4. Understanding Buyer Types
5. Understanding How Your Buyers Process Information  
- Big & Small Chunk Thinkers
6. Understanding How Your Buyers Think - Auditory & Kinaesthetic
7. Understanding The Modern Day Buyer Part 1
8. Understanding The Modern Day Buyer Part 2



## Negotiation Skills

1. Different Negotiation Styles
2. Negotiation - A Vital Skill
3. Stage 1 - Planning & Preparation
4. Stage 2 - Managing The Discussion
5. Stage 3 - Proposing Solutions
6. Stage 4 - Bargaining For Outcomes
7. Stage 5 - Summarising & Reaching An Agreement
8. The 4 Possible Outcomes Of A Negotiation
9. The 5 Stages For A Successful Negotiation



# Finance For Non-Finance

1. Capital Expenditure v Revenue Expenditure
2. Cost Behaviour (Fixed, Variable, Semi-Variable)
3. How To Put Together A Budget
4. How Your Day To Day Decisions Impact Profit & Cash Flow
5. Introduction To Accountancy & Finance
6. The Definitions Of Commonly Used Financial Terms
7. The DNA Of A Balance Sheet
8. The DNA Of A Cash Flow Statement
9. The DNA Of A Profit & Loss Statement
10. The Effects Of Depreciation
11. Understanding Ratio Analysis & How To Use It
12. Understanding The 3 Main Accountancy Statements
13. Understanding Working Capital: What Is It? How Can We Manage It?
14. Variance Analysis & Reforecasting
15. Why Cash Doesn't Equal Profit
16. Data Analysis
17. Cash Flow
18. Budgets
19. Finance & Funding
20. Financial Forecasting
21. Financial Records
22. Reviewing & Controlling Costs
23. Financial Forecasting and Budgeting Strategies
24. Financial Strategies
25. Building Client Trust: Relationship Management
26. Ethics in Financial Services In The UK

# Microsoft Excel



## Excel Essentials

1. Using Find & Select
2. Decimal Places
3. How To Format A Cell
4. How To Merge Cells
5. Wrapping Text
6. Formatting The Print Area
7. Page Breaks
8. Locking Cells
9. Password Protecting
10. Protecting A Sheet
11. Protecting A Workbook
12. Read-only Workbooks
13. Customising The Ribbon
14. Quick Access Toolbar
15. Understanding The Ribbon (Excel Menu)
16. Using The Status Bar
17. Understanding Workbooks
18. Using AutoRecover
19. Viewing Multiple Workbooks
20. Workbook Themes
21. Consolidating Worksheets
22. How to Freeze Panes
23. How to Group Worksheets
24. Sheet Names
25. Spell Check
26. Splitting Your Worksheet
27. Understanding Worksheets
28. Viewing Multiple Worksheets
29. Zoom



## Excel Courses

1. Data Analysis Fundamentals
2. Data Analysis - Chart
3. Data Analysis - Conditional Formatting
4. Data Analysis - Filters
5. Data Analysis - Pivot Tables
6. Microsoft Excel Essentials
7. Introduction To Excel
8. Functions & Formulas - Array Formulas
9. Functions & Formulas - Cell References
10. Function & Formulas - Logical Functions
11. Functions & Formulas - Text Functions
12. Excel Fundamental Skills

# Microsoft Excel

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## Data Analysis

1. Area Chart
2. Axes
3. Bar Chart
4. Chart Sheet
5. Charts
6. Column Chart
7. Combination Chart
8. Data Series
9. Error Bars
10. Gauge Chart
11. Line Chart
12. Pie Chart
13. Scatter Plot
14. Sparklines
15. Trendline
16. Colour Scales
17. Compare Two Lists
18. Conditional Formatting
19. Conflicting Rules
20. Data Bars
21. Find Duplicates
22. Heat Map
23. Icon Sets
24. Manage Rules
25. Shade Alternate Rows
26. Advanced Filter
27. Data Form
28. Date Filters
29. Filter
30. Number & Text Filters
31. Outlining Data
32. Remove Duplicates
33. Subtotal Unique Values
34. Unique Values
35. Calculated Field/Item
36. Frequency Distribution
37. Group Pivot Table Items
38. Multi-level Pivot Table
39. Pivot Chart
40. Pivot Tables
41. Slicers
42. Tables
43. Update Pivot Table
44. Custom Sort Order
45. Randomise List
46. Reverse List
47. Sort
48. Sort by Colour
49. SORT Function



## Functions & Formulas

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. Array Formulas</li> <li>2. Count Errors</li> <li>3. Count Unique Values</li> <li>4. Count with Or Criteria</li> <li>5. Most Frequently Occurring Word</li> <li>6. Sum Every Nth Row</li> <li>7. Sum Largest Numbers</li> <li>8. Sum Range With Errors</li> <li>9. Sum with Or Criteria</li> <li>10. System Of Linear Equations</li> <li>11. Absolute References</li> <li>12. Adding A Column</li> <li>13. Address</li> <li>14. Cell References</li> <li>15. External References</li> <li>16. How To Copy A Formula</li> <li>17. Using Hyperlinks</li> <li>18. Count &amp; Sum Functions</li> <li>19. Count Blank &amp; Nonblank Cells</li> <li>20. Count Cells With Text</li> <li>21. Count Characters</li> <li>22. Countif Function</li> <li>23. Not Equal To</li> <li>24. Running Totals</li> <li>25. SUM Function</li> <li>26. Sumif Function</li> <li>27. Sumproduct</li> <li>28. Date &amp; Time Formats</li> <li>29. Date &amp; Time Functions</li> <li>30. Last Day of the Month</li> </ol> | <ol style="list-style-type: none"> <li>31. Today's Date Function</li> <li>32. Absolute Value</li> <li>33. Comparison Operators</li> <li>34. Contains Specific Text</li> <li>35. If Cell Is Blank</li> <li>36. IFS Function</li> <li>37. Logical Functions</li> <li>38. Or Function</li> <li>39. Switch</li> <li>40. Lookup &amp; Reference Functions</li> <li>41. Vlookup Functions</li> <li>42. Reducing Decimals</li> <li>43. Rounding Function</li> <li>44. Average Functions</li> <li>45. Rank Function</li> <li>46. Change Case</li> <li>47. Compare Text</li> <li>48. Concatenate</li> <li>49. Counting Words</li> <li>50. Find</li> <li>51. Remove Spaces</li> <li>52. Search</li> <li>53. Substitute Vs Replace</li> <li>54. Substring</li> <li>55. Text</li> <li>56. Text Functions</li> <li>57. Text to Columns</li> </ol> |
|--|--|





# British Values

1. British Values Part 1 – Democracy
2. British Values Part 2 – Respect & Tolerance
3. British Values Part 3 – Rule of Law
4. British Values Part 4 – Individual Liberty
5. British Values – Prevent





# Manufacturing & Engineering

1. Understanding How To Communicate In An Industrial Environment
2. Understanding Rights & Responsibilities In An Industrial Environment
3. Understanding Working Effectively In An Industrial Environment
4. Understanding Working Relationships In An Industrial Environment
5. A Brief History of LEAN
6. Action Planning & Continuous Improvement
7. Adjustments to Manufacturing Operations
8. Allocating Roles
9. Brainstorming
10. Choosing A Visual Management System
11. Common Faults & Handover of Information
12. Competitive Edge
13. Completing Risk Assessments
14. Containment & Counter Measures
15. Describe How The Cycle Time Of A Process Can Be Defined
16. Describe When Quality Control Documentation Should Be Completed
17. Effective Team Working
18. Evaluating Improvement Ideas
19. Explain How to Challenge Fixed Ideas Without Causing Problems With Working Relationships
20. Fishbone
21. Flow Charts
22. Understanding Health & Safety In An Industrial Environment
23. Flow Process Analysis - How to Do It
24. Flow Process Analysis - Improvement Opportunities
25. Hazards & Risks
26. Introducing LEAN
27. Lean Within Business Organisation
28. Measures of Performance
29. No 'I' In Team
30. Obtaining & Interpreting Necessary Instructions, Specifications & Procedures
31. PDCA & Action Planning
32. Problem Solving
33. Problems & Avoiding Them
34. Problems & Dealing With Them
35. Problems & How to Deal With Them



AI

# AI & Machine Learning

These sessions are our new docu-learn style. Reading with a quiz at the end.

1. What is Artificial Intelligence (AI) ?
2. AI Ethics & Data Security: : Navigating the New Workplace Norms
3. AI Literacy For Professionals: Understanding AI and Its Workplace Applications
4. Embracing AI: Transforming the Workplace for Efficiency and Innovation
5. The Future of Work: Building AI-Ready Skills For Tomorrows Challenges
6. Leading with AI: Strategies for Mangers in the AI-Enabled Workplace
7. Data-Driven Discission Making With AI
8. AI-Powered Customer Service: Enhancing Engagement and Satisfaction
9. Machine Learning Fundamentals: An Introduction
10. Ethics and Bias in Machine Learning
11. Natural Language Processing (NLP) with Machine Learning
12. Deploying Machine Learning Models





# Communication Techniques

These sessions are also included in the Management and Leadership bundle.

1. Why Having Difficult Conversations Can Be Beneficial
2. Practical Assertive Techniques
3. Using Assertiveness To Deal With Negativity
4. How To Say No
5. Identifying & Dealing With A Blame Culture
6. Key Skills Required When Handling Conflict
7. Resolving Conflict Situations - Part 1
8. Resolving Conflict Situations - Part 2
9. The 5 Options Of Conflict Resolution
10. Active Listening - How To Really Do It
11. Are You Using Negative Language Patterns
12. Communication & Influence
13. Communication Technique - Pause, Think, Act
14. Creating Clear Communications
15. How To Ask For Help In The Right Way
16. How To Plan Out An Effective Communication
17. The Abc's Of Effective Communication
18. Understanding People - Do You Match Or Mismatch?
19. Understanding People - External V Internal Reference
20. Understanding People - How We Are Convinced By Something
21. Understanding People - Move Towards V Move Away
22. Understanding People - Where Is Your Attention?
23. Which Communication Style Do You Use
24. Why Having Difficult Conversations Can Be Beneficial
25. Delivering Negative Feedback
26. Giving & Receiving Feedback
27. Giving Constructive Feedback
28. How People Feel When They Receive Feedback
29. Techniques To Use When Giving Feedback
30. The Principles Of Great Feedback
31. How To Close A Difficult Conversation
32. How To Give Bad News In The Right Way
33. How To Handle Difficult People
34. How To Hold A Difficult Conversation
35. Preparing For A Difficult Conversation
36. How To Negotiate More Effectively
37. How To Renegotiate Deadlines
38. Negotiation Styles
39. Preparing To Negotiate
40. Connecting & Engaging With The Audience When Telling Stories
41. The DNA Of A Successful Story
42. Why Tell Stories - What's The Pay Off

# Personal Development



These sessions are also included in the Management and Leadership bundle.

- 1.7 Ways To Improve Your Emotional Intelligence
- 2.An Introduction To Emotional Intelligence
- 3.Are Your Goals SMART?
- 4.Awareness Of Self
- 5.Boost Your Empathy
- 6.Boost Your Self-Awareness
- 7.Boost Your Self-Control
- 8.Boost Your Self-Motivation
- 9.Boost Your Social Skills
- 10.Cycle Of Continuous Improvement
- 11.Defining & Modelling Excellence
- 12.Defining Stress & Its Effects
- 13.Effective Problem Solving - Asking The 5 Whys
- 14.Effective Time Management
- 15.Emotional Intelligence - Improving Your Empathy
- 16.Emotional Intelligence - Improving Your Self-Awareness
- 17.Emotional Intelligence - Improving Your Self-Control
- 18.Emotional Intelligence - Improving Your Self-Motivation
- 19.Emotional Intelligence - Improving Your Social Skills
- 20.How To Assertively Deal With Aggression
22. How To Be Assertive When You Are Shy And Introvert
23. How To Be Assertive With Your Boss
24. How To Manage Those Emails
25. How To Review Your Current Processes
26. How To Run A Brainstorming Session
27. How To Run Magic Meetings
28. How To Use A Time Log To Get More Done
29. Interpersonal Skills
30. Learning Styles
31. Left Brain & Right Brain Thinking
32. Managing Your State Through Focus, Body Language & Words
33. Overcoming Your Presentation Fears
34. Stress Levels - Coping Networks
35. Structuring Your Presentation
36. The DNA Of A Successful Meeting
37. Time Stealers - How Do We Identify Them?
38. Tips For Improving Active Listening
39. What Is Emotional Intelligence?



# Thank you

Please contact us for more information.

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