

ISM Programme leads to increased sales of over £750,000

The Howarth Timber ISM Programme has now completed its second major milestone and as a direct result it has led to increased sales of over £750,000. This is an outstanding achievement and is a credit to all involved.



The Howarth Timber Graduate Sales delegates pictured receiving their certificates, with Sue Reed (left) and Alison Edgar (right)

6 Month Certification

The delegates received their 6 month certification following successful completion of a number of workshops including:

- 0-6 Months Branch Operational Excellence
- Selling & Me Workshop
- Deliverable Results Workshop
- Ultimate Sales Workshop
- Project 1 - Customer, Competitor & Social Media Analysis Presentation
- Project 2 - Deliverable Results Action Plan

The certificate is part of the Essential Foundations of Sales Management programme and was presented by Alison Edgar who was highly impressed by their collective sales results ROI.

The programme is designed to maintain the talent development pipeline, plus the bespoke nature of the course ensures sales is recognised as a profession in its own right.



The workshops involved a number of Reed Consultants Consortium partners, coming together to deliver key sessions. One such workshop was designed and delivered by Astrid Ennis of Starr Works. Sue worked in partnership with Astrid to include this specialist two hour session, in order to raise awareness and help delegates understand how to deal with 'Stress in Sales'.

“ Thanks a billion for the past couple of days, I have taken a lot out of it that I will be certainly be putting in place from 7.00am tomorrow

Paul Cassidy Internal Sales for the Manchester Branch of Howarth Timber

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Delegates who successfully complete the course will automatically become Executive members of the Institute of Sales Management (ISM).

Executive level members will have gained more experience and expertise as they have progressed in their career, although they will be currently employed at pre-management level. They may not yet be regarded or employed as a sales leader but may possess leadership qualities and abilities. Again, Executive members will be looking for progression within their career and committed to personal development involving accredited learning acquisition to assist them in enhancing their position.



Feedback from the MD

Howarth Timber & Building Supplies are a Timber and Builders Merchant. Their main customer base is builders and trade buyers. As such relationship building, proactive selling and managing a ledger of accounts is essential for sales success.

With Sue Reed, we have just completed our second 12 month selling and sales management training course. The people we put onto the course were a mixture of new graduate management trainees, and high potential existing staff.

Some of the things which makes the course good are :



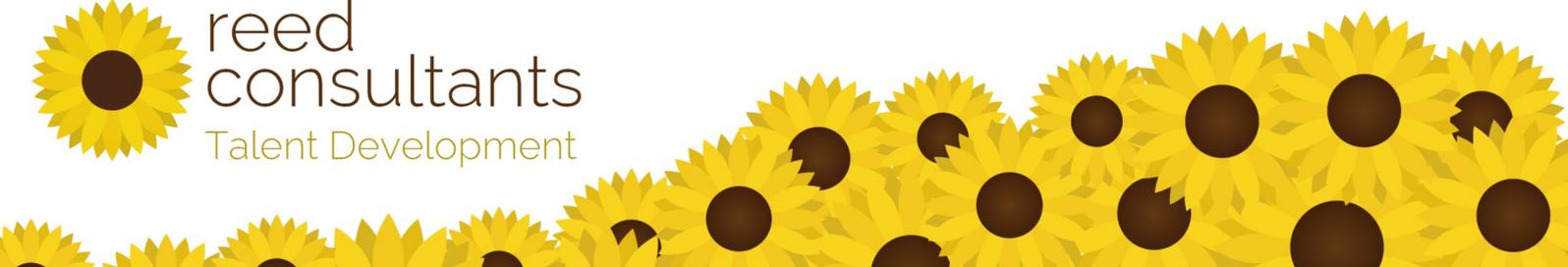
Nicholas Howarth
Managing Director

- Sue Reed understands our industry well, and the course is tailored around this.
- The course mixes theoretical content with practical hands on doing.
- The course content covering key B2B selling skills such as relationship building, prospective selling and managing a ledger of accounts.
- The course contains up to date content, including using social media to promote to prospect customers and build relationships with existing ones.
- The course involves the student's managers, so they are both aware of what the students are learning and are part of the student support network.
- The course is well structured and supports the students well.
- The course provides recognition of achievement through ISM membership for students who successfully complete.

“ Well done Sue for working your magic and for caring so much about the delegates ”

Paul Bullivant

Commercial Director - Howarth Timber & Building Supplies



ISM Programme gets the thumbs up from delegates



Helen Smith | ISM Invited Judge

I met Sue at the ISM annual BESMA awards a few years ago and was absolutely delighted when she invited me to be a Judge at the Final Presentations of Reed Consultant's Sales Graduates Scheme, which she has delivered for the third year running for Howarth Timber.

Having been in the Sales Arena for many years I was only too pleased to be able to share experience which she felt would be valuable, and as a fellow trainer I am passionate about Sue's programme which scopes such valuable learning for the career development of sales professionals.

The whole event was another huge success for Reed Consultants; it was organised to the finest detail, and although somewhat nerve racking at the start of the day for the delegates, they really embraced their objectives and delivered high-class presentations.



It was wonderful to see such talent which had clearly been developed over the course of the year. The graduates had so obviously really enjoyed their learning experiences, they openly shared their transformational journeys, and evidence of the sales skills they had amassed was clearly visible in the presentations they had prepared and delivered. To say I was impressed would be an understatement! It was amazing with a huge return on investment for Howarth Timber.

It was refreshing to share experiential and memorable experiences and the final successes, Sue created with these graduates. Welcome to the Sales Arena for a fabulous new bunch of ISM Sales Executives!

Jack Holleran | Sales Executive EISM

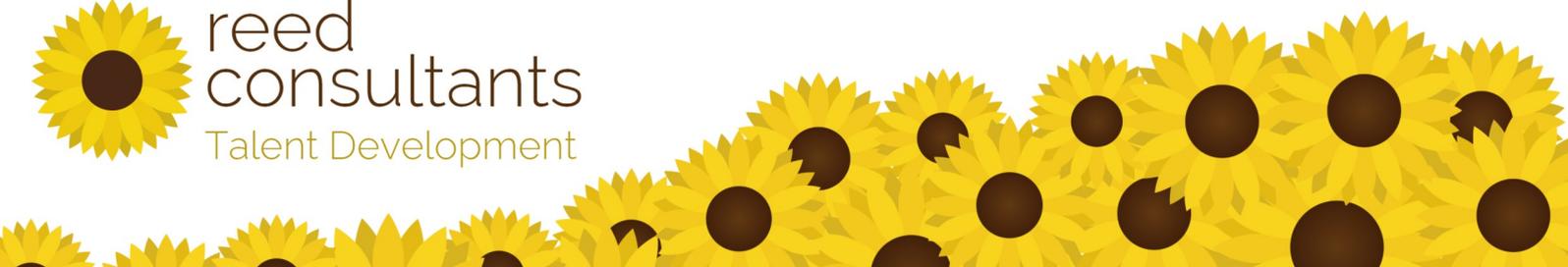
Completing the 80 Sales Tactics questionnaire at the start of the programme enabled me to understand my strengths in sales as well as my development areas after working in the business for the last three years.

Sue's mentoring has expanded my knowledge not only in sales but in my changing mindset of managing a portfolio of customers as though I owned the business. This has ultimately made me realise that I would like to impart my knowledge and at some point in my career manage a team of people to be the best they can be.



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Helen Smith - ISM Invited Judge



ISM Programme gets the thumbs up from delegates



Nick Harlow | Sales Executive EISM

Sue Reed helped me achieve my accreditation for the Essentials Sales Foundation Management Program and the 12 months period we learnt several development skills ranging from:

- Branch Operational Excellence
- Customer, Competitor & Social Marketing Analysis
- Sales Portfolio Management.
- £500 host Customer Event
- Growth Sales Mindset



Without invaluable guidance and Sue's diligence this would not have been possible

Astrid Ennis | ISM Invited Judge



It was a privilege to be invited not once but twice to be part of the judging panel for the Howarth Timber Sales Graduate Development program, delivered by Sue and her team of partners. It was evidently clear that by the time the 5 successful graduates presented their final presentation project they had applied the learning and evidenced it through their behaviours and results.

Sue uses an interactive approach when delivering her programs and has been on hand to offer support and guidance to the graduates enabling them to be set up for success.

In my experience it's difficult to evidence a Return on Investment and Sue's program is one of the few sales training programs I know that clearly outlines what good looks like and provides the learners with the skills and knowledge, resulting in outstanding growth of not only themselves but all contributes to the growth of their businesses.

Jack Taylor | Area Manager

The course was excellent and a real eye opener. It made me think about what things are important in helping you reach your goals. You need to ask 'what you can do next'. Say to your area manager "I want to trial these things for these reasons". If you have that attitude then you will be a success. Remember it's not about how many times you fail in life, but how you get back up and carry on. It's down to your own determination.



“ The overall sales results have been outstanding whilst endorsing the principle of ISM in this bespoke programme delivered by Sue Reed

