

For further information on  
Hitachi Capital's innovative training  
for retailers visit

[www.hitachicapital.co.uk](http://www.hitachicapital.co.uk)

or call us today on 0113 380 1056



**Sign up to any of Hitachi Capital's Consumer Finance full-day or half-day training courses and benefit in the long term from:**

- improved sales
- increased profit
- higher average order values
- more repeat business

**This is because your business will have, among other things:**

- Better informed and more motivated staff
- Improved customer relations
- A culture that sees customer care as a commercial necessity
- Greater efficiency – both within your business and as perceived by your customer
- A more confident sales force
- Trained managers that can go on to train others
- The practical skills in-house to deliver effective presentations

**Hitachi Capital Consumer Finance**

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Investors in People Accredited and BSI 9001 (2000) registered.

Member of the Finance and Leasing Association.

[www.hitachicapital.co.uk](http://www.hitachicapital.co.uk)

**Hitachi Capital**

**Our people**  
can train your people.



**People are the difference**

**Hitachi Capital**



Find out more  
about how effective  
training can boost  
your sales.

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**Retailers of all sizes – and from every sector – are benefiting from Hitachi Capital’s dedicated consumer finance training support. We know why they choose to partner with us, but prefer you to hear it from some of them:**

**Hitachi Capital’s customised training programmes helped save the day for Northern-based jewellery retailer Herbert Brown.** Only weeks before the launch of a new, advanced sales course, HR Manager Carol Platts turned to Hitachi Capital for help with the project.

*“Not only did Hitachi Capital design and deliver on time, but they understood our needs perfectly, worked out our requirements within our very tight timescale and tailored the course exactly to our needs.”*

Since then, Hitachi Capital has gone on to deliver further cost-effective sales programmes and training in team building and leadership to staff of all levels from the company’s 26 retail stores.

*“From our most experienced branch managers down, all our participating staff have found the courses to be interactive, well-structured, highly relevant to our industry and very informative. There is no doubt everyone has benefitted, and we are certainly looking forward to working with Hitachi Capital to develop and deliver more.”*

**Optical Express has a similar story to tell.** Says their Training Manager Claudia Lee:

*“Over the last 12 months, Hitachi Capital has given us consistent and reliable support and we’re very pleased with the quality of their training presentations. Their trainers are always helpful and reliable and they have never failed to deliver on time in both our London and Glasgow Optical Express clinics. We have seen a positive commercial difference as the staff gain confidence in their finance product knowledge and administration processes.”*

**Our people** will tailor every training session to suit the needs of your business and the experience of your staff.

# Looking to...

strengthen your organisation's selling skills...

reach new levels of customer service...

empower your sales staff to become more confident...

and develop new managers?

Our training courses will be modified to fit your purpose, whatever your sector, whatever your size. Your people will get a chance to learn in a small interactive group. All our courses allow for no more than 10 delegates at a time.

**Core Sales Skills** A course designed to go back to basics covering the key sales techniques essential for success, ideal for those new to sales or anyone wanting to brush-up on their selling skills. The focus is on developing effective customer relations including how to communicate verbally; how to handle awkward customers and overcome their objectives, and how to close the deal. Delegates will come away with new ideas and improved confidence as well as a better understanding of what makes a successful sales person.

Option of 1 day or half a day

**Customer Service** Anyone who speaks to customers, either face-to-face or on the phone, will benefit from this thought-provoking, confidence-boosting course. Designed to challenge our views on the value of good customer care, the course uses examples of good and bad service to illustrate the commercial impact of each. With this in mind, delegates will learn new skills in how best to handle customers and build up an instant rapport, and will leave with a clear grasp of that all-important equation between excellent customer service and increased profit.

Option of 1 day or half a day

Our people will work with you to identify skill gaps among your staff and will then recommend the most appropriate courses.

**Train the Trainer** Make the most of your people and in-house selling skills by training key personnel to train others. 'Train the Trainer' will enable you to do exactly this by showing individuals how best to facilitate an internal training group. They will learn how to adapt the content of their training to suit different learning styles, alongside practical tips for keeping trainees listening and motivated. We give advice on how to design a training course; the value of visual aids; setting SMART objectives, and delivery techniques. Delegates will also participate in a short practical session after which they will receive constructive feedback.

1 day only

**Management Essentials** Get the most from your sales people by making sure that their line managers are themselves well-trained and motivated, for it goes without saying that the more effective your managers are at leading and motivating others, the more successful your sales strategy will be. In 'Management Essentials' delegates will examine different leadership styles with a view to developing their own unique approach. They will learn about time-management, motivation techniques, and ideas on the best ways to delegate

tasks, and will be offered advice on how to give meaningful one-to-one feedback.

Option of 1 day or half a day

**Effective Presentations** Most sales personnel have to give presentations of some kind or other and this dynamic course will show delegates how to overcome their fears and deliver with real impact. They will be reminded of the importance of good preparation and will learn how to structure their material to get the most out of their audience. The course also covers key skills in holding people's interest and getting the audience involved; using positive body language, and managing question and answer sessions. Delegates will also participate in a short practical session after which they will receive constructive feedback.

1 day only

**Half-day courses £250**  
**Full-day courses £500**

All prices are per course and exclude vat.

Please note there is a maximum of 10 delegates per course.