



Northern Ireland
Chamber of Commerce
and Industry

SME PARTNER



LEARN GROW EXCEL

TRAINING ACADEMY

COURSE TIMETABLE 2022



LEARN GROW EXCEL

OVER
100 DELEGATES TOOK
PART IN THIS TRAINING
ACADEMY IN 2021

90%
STATED TRAINING
FULFILLED THEIR
OBJECTIVES

92%
FOUND NEW WAYS
OF WORKING WITH
THIS TRAINING



WHY TRAIN WITH NI CHAMBER?

NI Chamber has been at the epicentre of innovation and enterprise since 1783. We sit at the heart of business, helping members to help each other. We're on the ground with companies right across Northern Ireland and deeply understand the challenges and opportunities they face right now.

You can rely on us and our partners for quality course content and learning. NI Chamber is a CPD accredited training provider. We are a globally connected business support organisation, drawing on connections from across the worldwide Chambers Network. We're also accredited by British Chambers of Commerce and members of the Chambers Ireland Network.

Find the course that's right for you

Our 2022 training programme has been designed to meet training needs which have become significantly more important to businesses across Northern Ireland. So, whether your challenge is boosting sales, digital marketing, personal communication or developing your people, NI Chamber can help.

In house options

If you are interested in providing training for a large number of your team, any of the training programmes provided by NI Chamber can be tailored to your organisation for bespoke, in-house delivery. If this is of interest, please get in touch so we can discuss your specific requirements.

Every business is unique and we recognise that your training needs might be too. NI Chamber is available to provide bespoke training solutions, tailored specifically to your requirements.

To discuss this flexible option further, please contact
Catriona.Henry@northernirelandchamber.com

Quality Assured and Globally Connected



MASTERING B2B SALES



MARCH - APRIL OR SEPTEMBER- OCTOBER 2022

Develop your B2B Sales Strategy - Create effective leads and prospects, identify needs and create solutions, work with customers and close the sale.

NI Chamber and Kieron Kent from Interim Selling Solutions have developed a sales training programme to help you develop your B2B Sales Strategy. This training is delivered across five modules and covers every stage in the sales process from sales prospecting, including the role of social media, proposing a solution and creating a value proposition as well as understanding your buyer and closing the sale.

This training is CPD Accredited, which means it has reached the required Continuing Professional Development standards and benchmarks. It is assurance that the learning value has been scrutinised to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.

Booking and more information

Email Catherine Crilly
Catherine.Crilly@northernirelandchamber.com

How does this course work?

- Five, 2 hour, interactive modules delivered virtually over five weeks
- Access to in-depth resources for use during and after the programme, with exercises to help you apply learnings to your business
- Fully interactive sessions with group sizes of no more than 14 delegates
- The opportunity to practice your selling skills in a safe, group environment

Who is this course for?

Business Development and Sales personnel operating in B2B sales.

Cost

NI Chamber members £600 + VAT
Non-members £850 + VAT

100% WOULD RECOMMEND TRAINING TO A COLLEAGUE

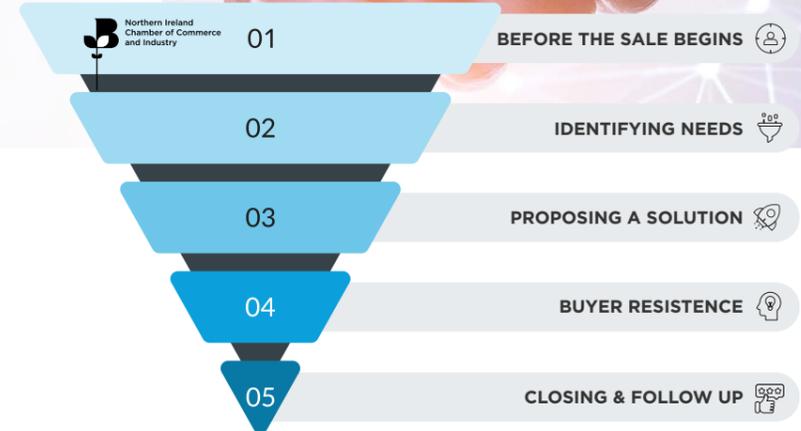
100% FOUND NEW WAYS OF WORKING WITH THIS TRAINING

TRAINING TESTIMONIALS

“As a result of the training, I have learned to qualify all generated leads and when it is best to stop following a lead. I thought the features, benefits and problems was a very good exercise.”

“This training reinforced some activities we should be doing but had stopped. It also allowed us to see where we should adopt a different approach.”

MASTERING B2B SALES



Course Schedule

Module 1

Before the Sale Begins

How do you begin the sales process? What role does social media have in the sales process? What is a sales funnel and how does it work? Learn about prospecting, including LinkedIn prospecting, data and company assessment.

Module 2

Identifying Needs

Understand the importance of research, questioning, digital prospecting and data driven sales.

Module 3

Proposing a Solution

Discover the key components of a proposal and the importance of listening skills.

Module 4

Buyer Resistance

What does buyer resistance look like? What is good questioning? What is common, what is false and how to overcome it?

Module 5

Closing & Follow Up

How to close and follow up professionally and successfully. Why most salespeople fail in this area.

Mastering B2B Sales Dates

MARCH - APRIL

Module 1 - Friday 4 March 2022 | 09.00 - 11.00

Module 2 - Friday 11 March 2022 | 09.00 - 11.00

Module 3 - Friday 25 March 2022 | 09.00 - 11.00

Module 4 - Friday 1 April 2022 | 09.00 - 11.00

Module 5 - Friday 8 April 2022 | 09.00 - 11.00

SEPTEMBER - OCTOBER 2022

Module 1 - Friday 30 September 2022 | 09.00 - 11.00

Module 2 - Friday 7 October 2022 | 09.00 - 11.00

Module 3 - Friday 14 October 2022 | 09.00 - 11.00

Module 4 - Friday 21 October 2022 | 09.00 - 11.00

Module 5 - Friday 28 October 2022 | 09.00 - 11.00

POWERFUL PRESENTATIONS

A PRESENTATION SKILLS COURSE



MARCH - APRIL OR SEPTEMBER - OCTOBER 2022

Become a brilliant public speaker.
Communicate with charisma, clarity and credibility.

Virtual and hybrid presentations are the future of business presentations. That means your presentation style needs to be flexible - whether on screen or in a room, you need new approaches to engage your audience.

NI Chamber and Bespoke Communications have developed a presentations skills course to help you to adapt and flex to new ways of working, whether in person or on online. Attendees will benefit from experienced facilitators who have worked with thousands of presenters to help them to win business, influence stakeholders and build confidence for presentations, TED Talks, TV appearances, webinars and meetings. Together, they will help you to structure your message for impact and uncover what it takes to influence others with your words.

This training is CPD Accredited, which means it has reached the required Continuing Professional Development standards and benchmarks. It is assurance that the learning value has been scrutinised to ensure integrity and quality. The CPD Certification Service provides recognised independent CPD accreditation compatible with global CPD requirements.

Who is this course for?

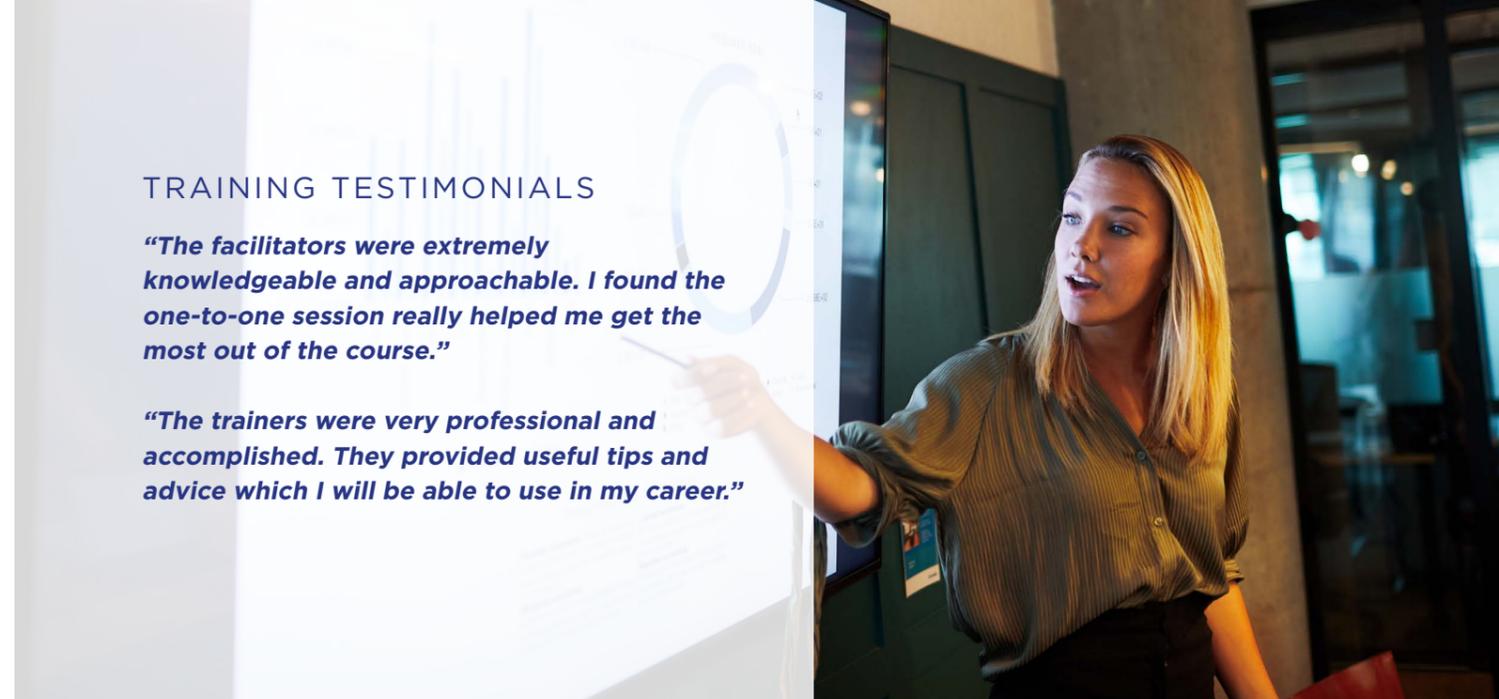
Those who would like to enhance their presentation skills for impact in business development, sales, HR, operations, marketing, communications or commercial roles.

Cost

NI Chamber members £295 + VAT
Non-members £345 + VAT

Booking and more information

Email Catriona Henry
Catriona.Henry@northernirelandchamber.com



TRAINING TESTIMONIALS

"The facilitators were extremely knowledgeable and approachable. I found the one-to-one session really helped me get the most out of the course."

"The trainers were very professional and accomplished. They provided useful tips and advice which I will be able to use in my career."

How does this course work?

-  Delivered virtually, this course will help you to deliver the most impactful presentation you'll ever give under the guidance of experienced and skilled facilitators
-  Kick-off with an interactive welcome session to meet your facilitators and other delegates and to establish your personal and professional goals for the course
-  Access your personal Online Learning Experience filled with detailed resources, videos and guides
-  Access one hour of personalised mentoring for feedback and advice tailored to you
-  Finish with a Grand Finale where you deliver a virtual presentation to an audience of your peers with feedback from your facilitator

What will you learn?

- Get insights into the techniques top speakers use to prepare and perform and discover the tiny tweaks you can make for a great connection with your audience
- Camera presence techniques from experienced former BBC journalist Sarah Travers
- Find out how to structure your presentation to persuade and influence
- Get feedback and support from expert trainers
- Get access to tools and techniques to build an impactful presentation

Online course dates

	Option 1	Option 2
Interactive kick-start workshop	Tuesday 29 March 09.30 - 11.00	Tuesday 20 September 09.30 - 11.00
One-hour personalised coaching session at a time that suits you. Each participant to select a 1 hour slot from the range of dates.	Monday 4 April - Friday 8 April	Monday 26 September OR Tuesday 4 October
Facilitated learning at your own pace to develop your presentation	Tuesday 29 March - Tuesday 12 April	Tuesday 20 September - Thursday 6 October
Presentation slots in groups of four between 9.00 - 10.30, 11.00 - 12.30 or 2.00 - 3.30	Tuesday 12 April	Thursday 6 October

100%

THE TRAINING MET
THEIR OBJECTIVES

92%

FULLY SATISFIED
WITH THE TRAINING

100%

WOULD RECOMMEND
TRAINING TO A
COLLEAGUE

DIGITAL STRATEGY TRAINING



MARCH OR NOVEMBER 2022

Create your 12-month Digital Marketing Roadmap - learn how to create a successful and comprehensive digital strategy for your business.

NI Chamber and content marketing experts, ProfileTree, have developed digital strategy training to provide you the perfect opportunity to develop your digital skills and develop an up-to-date digital strategy for your business.

Digital Marketing has never been so important for businesses in all sectors. This training will provide you with the resources to help create a 12 month digital strategy and to learn how to create a successful and comprehensive digital strategy for your business.

Who is this course for?

Business leaders and personnel working in Business Development and Marketing.

Cost

NI Chamber members £300 + VAT
Non-members £350 + VAT

Booking and more information

Email Phil Murray
 Phil.Murray@northernirelandchamber.com



TRAINING TESTIMONIALS

“Ciaran at ProfileTree provided great insight into SEO. I definitely appreciated the effort to tailor the training to my business area.”

“It was very useful training which I enjoyed a lot. It comprehensively covers various aspects without going into too much technical detail. I would highly recommend this course.”

How does this course work?

- Delivered in one day broken up into two x 2 hour sessions
- One hour 1-2-1 session with the workshop trainer included. This will provide specialist guidance and support specific to your own business and help refine your 12 month plan
- Small group training with opportunity for interaction and to ask questions
- Programme delivered virtually via Zoom

What will you learn?

- How to audit your own digital position and that of your competition – identify your strengths and weaknesses and focus on the biggest opportunities
- How you can take advantage of your competitors' weaknesses or a gap in the market, even with limited resources
- How to measure results, including how you can tweak and improve tactics if necessary
- 1-2-1 review of your 12-month strategy, with a deep dive into key areas for your business
- How to be strategic in delivering the digital plan and effectively use social media, SEO and more
- How to get better results from your current digital marketing spend

Online course dates

	Option 1	Option 2
Online training: Create your 12 Month Digital Marketing Roadmap	Wednesday 23 March 10.00 – 12.00 & 14.00 – 16.00	Wednesday 9 November 10.00 – 12.00 & 14.00 – 16.00

At your convenience **One-hour bespoke consultancy session at a time that suits you**

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IN HOUSE TRAINING

Group Option 1: Exceptional Executive Presence

Delivered by Bespoke Communications

In-house training requires a minimum of 10 delegates.

Executive presence is about your ability to inspire confidence in those around you. It's how you respond in conditions of stress and uncertainty and aligning who you are with how you communicate. Your executive presence is a skill, not a personality trait, and like any other skill, it can be learned.

What will the group learn?

- Develop a leadership mind-set and build the habits that help individuals to grow as leaders
- Build emotional intelligence skills that help develop self-awareness and the ability to regulate behaviours in different contexts
- Develop a negotiators approach to successful conversations
- Build a toolbox of practical skills to help attendees to communicate with clarity, charisma and confidence

Who is this course for?

This course has been designed for emerging leaders in all sectors. It is delivered in groups of 10-12 people.

How does it work?

This course is delivered virtually on Zoom over four x 2-hour sessions. It is supported by an enterprise-grade learning experience platform, giving participants access to a wealth of resources for use during and after the training.

Cost

NI Chamber members £295pp + VAT

Non-members £345pp + VAT

EXCLUSIVE OFFER – 2 FREE PLACES

Book 10 employees onto this training and avail of 2 additional places free of charge.

Group Option 2: Powerful Resilience Skills

Delivered by Bespoke Communications

In-house training requires a minimum of 10 delegates.

We're faced with constant pressures at home and at work that hijack well-being and drain morale. They are often the reason that colleagues turn down a promotion or ignore the opportunity to change role. But with the right mind-set, adversity becomes opportunity.

What will the group learn?

- Explore sources of resilience and look at practical changes individuals can make to help face life and work challenges
- Develop self-awareness and relationships with others
- With practical take-aways and learning actions to implement after each session, attendees will find ways to unlock lasting change in how they view themselves and their roles at work

Who is this course for?

This course is an ideal team-building opportunity for those open to growth at any stage of their careers. It is delivered in groups of 10-12 people.

How does it work?

This course is delivered virtually on Zoom over four x 2-hour sessions.

Cost

NI Chamber members £295pp + VAT

Non-members £345pp + VAT

EXCLUSIVE OFFER – 2 FREE PLACES

Book 10 employees onto this training and avail of 2 additional places free of charge.

NI Chamber has an additional range of training opportunities, exclusively for in-house delivery. This training has been designed to help teams grow to their full potential.

To find out more about any of the group training packages or bespoke options

Please contact Catriona Henry Catriona.Henry@northernirelandchamber.com

Group Option 3: Managing Successful Conversations

Delivered by Bespoke Communications

In-house training requires a minimum of 10 delegates.

Disagreement happens all the time; at work with colleagues, in relationships with clients and at home with family. During these conversations, the cost of failure is high, but these are the very conversations that fail most often, and they are the ones that we put off - sometimes for weeks. If you could enter into these discussions knowing how to manage the process, what would that do for your wellbeing and resilience?

What will the group learn?

- A practical framework that can be used for any challenging conversation
- Develop the ability to regulate responses to conflict by understanding yourself and your triggers
- Powerful persuasion techniques that help the individual to find win-win responses to even the most difficult conversations

Who is this course for?

This course will help anyone in a customer-facing role to have assertive conversations that build relationships based on mutual respect. It is delivered in groups of 10-12 people.

How does it work?

This course is delivered to your team virtually on Zoom over three x 2-hour sessions. It is supported by an enterprise-grade learning experience platform, giving participants access to a wealth of resources for use during and after the training.

Cost

NI Chamber members £295pp + VAT

Non-members £345pp + VAT

EXCLUSIVE OFFER – 2 FREE PLACES

Book 10 employees onto this training and avail of 2 additional places free of charge.

Group Option 4: LinkedIn Training

Delivered by ProfileTree

In-house training requires a minimum of 10 delegates.

LinkedIn is one of the most powerful platforms for business and it has become a key tool for generating new sales leads. Strategically developing your company's LinkedIn presence will help build and maintain new and current business relationships within the network.

What will the group learn?

- **LinkedIn profile optimisation** - optimise your profile for inbound leads and learn what is important in a very noisy space
- **Planning the conversation** - learn how to stand out from the crowd and ensure your organisation's profile and work is visible
- **Learning market research** - discover how you can monitor and engage with existing suppliers
- **How campaigns work** - how to generate sales or recruit effectively through LinkedIn

Who is this course for?

This course is ideal for sales and commercial teams seeking to develop their online presence and utilise LinkedIn to identify future sales leads.

How does it work?

This course is delivered over a 3-hour virtual session, at a time that suits your team.

Cost

NI Chamber members £150pp + VAT

Non-members £200pp + VAT

EXCLUSIVE OFFER – 2 FREE PLACES

Book 15 employees onto this training and avail of 2 additional places free of charge.



NI Chamber's vision is to enable members to grow their organisation both locally and internationally so as to drive the development of the regional economy.

The Learn Grow Excel Training Academy was established in 2021 to help businesses in Northern Ireland meet emerging skills needs. It is an extension of the already very successful SME business support programme, delivered by NI Chamber and private sector partners.

In addition to training, Learn Grow Excel facilitates a suite of programmes including:

- Boosting Productivity with Ulster Bank
- Successful Sustainability with AIB
- Grow with Danske Bank
- Business Breakfast Series with Bank of Ireland
- Winning Business with Bank of Ireland
- The Sector Club with Barclays

To find out more about how these programmes could benefit you, please visit our website or contact a member of the team directly.

**BOOSTING
PRODUCTIVITY**
with  **Ulster Bank**

**SUCCESSFUL
SUSTAINABILITY**
with



GROW with

Danske Bank

**BUSINESS BREAKFAST
SERIES**
In partnership with
 **Bank of Ireland**

WINNING BUSINESS
In partnership with
 **Bank of Ireland**

THE SECTOR CLUB
with  **BARCLAYS**