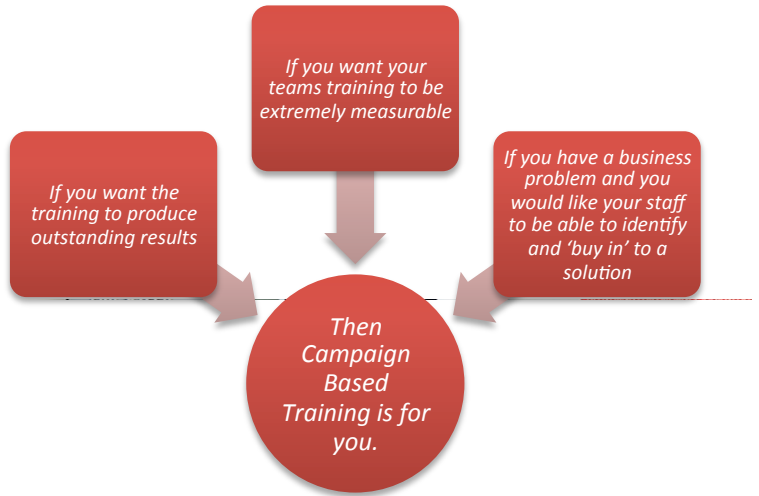


Campaign Based Training



Training in real time for real business solutions to real business problems

At PTS we like to administer training that suits you and your business, not ours. We begin by examining what are your desired outcomes



PTS will identify the skills necessary to achieve your desired outcomes and where the immediate opportunities are.

These opportunities are then turned into a **campaign** (a series of actions or activities that produce a measurable end result). To receive 'buy in' from the team they are trained by PTS to identify the skills and education necessary for the outcomes to be achieved. The team are integral in building the campaign plan, which greatly encourages them to implement and manage it.

Campaigns can take many different forms:

- Sales campaigns: new, existing, business under threat
- Changing working practice
- Restructure
- Increase profitability
- Negotiating terms and conditions
- Opening or closing parts of the business
- Launching a product
- Office moves
- Growing parts of the business
- Merging teams of people

Take a fresh look at
training

PTS

► Progressive Training Services

DELIVERING PERFORMANCE IMPROVEMENT

Progressive Training Services Ltd

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www.twitter.com/thePTSuk

Delivering Performance Improvement



Review elements, mean the campaign remains on track and the learning is transferred into effective activity with specific measures:

Intangible: attitude, behaviour
Tangible: activity, efficiencies, numeric values

Financial: orders, profit, revenue, payment, cost reduction, savings

Some of the results achieved so far:
 1440% increase in accounts opened by the Marketing campaign team (Communications Company)

£1 million 12 month sales campaign from a Presentation Skills course (Research Company)

£millions of opportunity through Service Delivery Managers on Customer Care course (Outsourcing company)

Complete acceptance of new trading terms on Negotiation course (Distribution Company)

New business opportunities in the £/\$multi-millions across three continents on Global Customer Care course

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The Campaign Based Training approach is as follows:

Identify the specific skills necessary to plan and implement the campaign

Set the measures for success

Train the delegates on the skills necessary to plan the campaign

Review the plans - Give feedback

The delegates revise the plans based upon the feedback

Train the delegates how to implement the campaign effectively

Track and monitor its success

Provide on-going support and top-up sessions or surgeries on route

The PTS tutorial team provide a level of reporting that is required by the customer

The delegates are responsible for reporting on the progress and producing a final report or presentation

Campaign Based Training is positioned exactly where it should be, as part of your business and not divorced from it.

Campaign Based Training adds a new dimension to owning the measures of success and makes training truly accountable, producing real results.

Delivering Performance Improvement

PTS has a wealth of expertise spanning 25 years.