



GOLDEN APPLE

TRAINING



Golden Apple Training

- Creating Competitive Advantage

Golden Apple Training develops and delivers training in sales, customer service and personal development aimed at developing people's natural strengths and talents.

Most managers will agree that people who are motivated and enthusiastic create an energy in the workplace which can kickstart the engine that drives business forward.

Good training can harness and encourage that energy and in the process give your business a powerful competitive advantage in a tough marketplace.

Training is preparation meeting opportunity.



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Good for your Business

"You must look into people as well as at them" - Lord Chesterfield

It's worth remembering that people are the only irreplaceable capital an organisation possesses. Helping yours to strive for continuous improvement, to maximise their skills and knowledge and to take personal pride in their achievements serves to enrich and empower all parties.

Developing people is a key strategic investment and will drive up sales and profitability by making your business more customer focused.

Take 3 steps...

Step 1

Contact us to arrange an exploratory meeting to discuss and investigate your needs. We will listen carefully.

Step 2

You get a specific proposal which will precisely match those needs. The proposal will detail the purpose of the training and the course objectives, content and methodology.

Step 3

Once you proceed we will prepare and deliver a programme which will include case studies reflecting the issues and challenges specific to your business.

Follow Up

The proof of the pudding is in the eating. To determine post training progress we can return within 30 days for a two hour Review which includes:

- Self Assessment Questionnaire
- Identifying Strengths/Weaknesses
- Strategy and Goals for following 3 months



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Golden Apple Programmes

Successful Selling

"There are no limitations on what you can accomplish in the profession of selling except the limitations you place on yourself" - Brian Tracy

The Successful Selling Programmes are designed to be **results oriented** with the focus on broadening the client base, exceeding targets, retaining existing customers and **developing the skills of the thoroughly trained professional who is committed to the highest standards of excellence.**

Course content includes:

- Writing Winning Proposals
- Prospecting
- Setting Goals and SMART Targets
- Consultative Selling
- Preparation & Planning
- Communication
- Powerful Presentations
- Questioning Techniques
- Listening Skills
- Buying Motives
- 4 Types of Customer
- Handling Objections
- Closing with Confidence
- After Sales Service

Customer Care

"Never underestimate the power of the irate customer" - William Davis

The Customer Care Programmes are designed to explore and develop the thinking patterns, skills and attitudes needed to focus on anticipating and responding to the needs of customers.

Course content includes:

- The Role of Customer Care
- Defining Excellence in Customer Service
- Building Customer Loyalty
- Developing a Customer centric approach
- Customer Feedback & Listening Channels
- Getting to know & like your Customers
- 3 Reasons why Customers don't complain
- 8 Reasons why Customers complain
- Customer Care on the Telephone
- Handling Complaints
- Communication Skills
- 5 Reasons why Customers leave you
- Winning New Customers

Personal Development


"Most of us are vastly more aware of what we cannot do, than what we can" - John Harvey Jones

The programmes on Personal Development are designed to give delegates valuable skills and insights into how they can function more effectively and efficiently in their role, how to enhance their work relationships and how to gain personal control over the direction of their work and their lives.






Course content includes:

- Personal Effectiveness
- Understanding Self Image/Self Esteem
- Developing a Personal Vision
- Positive Expectation
- Goal Setting
- Motivation
- Communication
- Stress Management
- Creative Visualisation
- Assertiveness
- Managing Conflict
- Managing Time





**As a manager or
business owner
wouldn't you value
the opportunity to...**

-  Drive up revenue and sales?
-  Copperfasten customer loyalty and satisfaction?
-  Develop your people's tremendous strengths and talents?
-  Foster enthusiasm and better communication?
-  Track training objectives and review achievements?

With Golden Apple, you'll find a training company who will listen to and address your ideas and concerns. Call us now on 021 482 4244 to see how we can be of service to you.

"After sixteen years in the sales and customer service arena, I have often been struck by how the most successful organisations seem to genuinely value their employees and their customers.

I have also observed how this commitment to people injects a positive dynamic into the workplace which generates high levels of performance and loyalty which explicitly impacts on the bottom line.

It is this recognition of, and commitment to the contributions of people – internal and external customers – that underpins the ethos of Golden Apple Training."

Eleanor O'Kelly-Lynch





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