

The Business Summary



Table of Contents

<i>About Brilliant Customer Service.....</i>	<i>2</i>
<i>What BCS offer customers</i>	<i>3</i>
<i>Marketing support</i>	<i>4</i>
<i>Business Support</i>	<i>5</i>
<i>Train the trainer</i>	<i>5</i>
<i>Sales training.....</i>	<i>5</i>
<i>Products and Services – at a glance</i>	<i>6</i>
<i>Financial Summary</i>	<i>7</i>
<i>Sales and Marketing Summary</i>	<i>8</i>
<i>BCS Franchisee Support Services</i>	<i>9</i>
<i>Business Services Provision</i>	<i>10</i>
<i>Brilliant Open Courses</i>	<i>11</i>

About Brilliant Customer Service

About Brilliant Customer Service Ltd.

Brilliant Customer Service help organisations, big and small, to improve their customer service, support and sales performance. We do this in three ways – by assessing, training and coaching.

With over 25 years of experience in designing, developing and delivering customer service training business skills training workshops and customer service skills at-the-desk coaching.

We offer a range one-day in-house training courses and 121 coaching topics suitable for all types of business. Topics include

- Brilliant Customer Service Skills
- Service with a Sale
- Working Smarter – Time Management
- Customer Writing Skills
- Telephone skills

Plus ,optional courses developed by the Consulting Partner

The Consulting Partner, working as an authorised franchisee will be able to deliver these courses and coaching services to local and national organisations for a daily fee.

Key features

Features and benefits of our business training, consulting and coaching services include:

- Customer Service and Sales Analysis
- Customised Training
- At-the-desk Skills Coaching
- Smartphone e Learning App
- Flexible and Cost-effective
- Proven Content
- In-house, public and eLearning (online training)

What BCS offer customers

We provide these main services

1. Training needs analysis
2. In-house training workshops
3. Online call and conversation coaching

Training needs analysis

This conducted by either HQ or the Consulting Partner (CP) using three tools:

1. Email questionnaire sent to both managers and target participants.
2. Telephone interviews with key manager and a random selection of participants.
3. Mystery shopper calls or enquiries, with call analysis.

This is, in most cases, free of charge and without obligation. It is then presented back to the prospect or customer by the CP.

Points arising are then priorities in the training or coaching as key learning objectives.

This can be repeated regularly or for new staff.

In-house training workshops

Main In-House Training Courses:

1. Service with a Sale (Consultative Selling)
2. Brilliant Customer Service Skills – for internal support and external service
3. Working Smarter - Time Management

All these one-day courses are for up to eight people.

Suggested day rate is £1,295 to £1,495 including TNA, workbook and materials.

Excludes travel, out of pocket expenses and VAT. All courses can be customised and personalised for any customer at additional cost

Online call and conversation coaching

The brilliant skills coaching program is a cloud-based software tool. It enables calls and conversations to be analysed remotely using built-in features. Coaching can then be provided online with little or no disruption to people's work or routine.

We recommend two 30 minutes sessions per week with addition review by managers.

Pricing is just £395 per coachee, per month, with eight online coaching sessions per month.

Coaching is conducted online by a CP or associate skills coach, using video.

Marketing support

Sales and Marketing PA

During the first ten weeks following training we will provide up to one hour a day or five hours a week of a virtual sales and marketing PA to help with online marketing, email sending and telephone prospecting. This person will be trained and managed by Graham but available for your choice of work activity on a daily or weekly basis.

CRM Sales Training System

We provide full access to a full-function professional Customer Relationship and Prospect management system. This will allow you track and manage a base of suspects, prospects customers and contacts. You will be fully trained on this, with support as needed. This will become the daily hub of your sales activity.

Local Contact Database

We will source, and help you to develop, an initial database of over 100 local contacts. These will be used in combination with other marketing and CRM system.

Managed Social Media Activity

This includes blogs, email marketing, website SEO. Plus, online marketing support for automated e-newsletters, YouTube channel, e-learning and open course marketing.

Printed Materials

Promotional materials: Business cards (up to 250 per quarter), promotional emails, proposal templates and other online and printed marketing materials that will be made available from time to time.

Business Support

These are provided to the CP and are included:

1. Training materials and instructor guides: Providing training materials for all the standard courses within the BCS range. This includes printed workbooks, handouts, branded notepads and pens (10 of each per training day), PowerPoint slides, facilitators guide.
2. Administration support. This is to include confirmation of training bookings to both client and CP, invoicing, credit collection, collating pre-course questionnaires, post-course evaluation report and other activities that are involved with the consulting and coaching activities. This does not include travel or accommodation booking. All travel is to be booked and arranged and initially paid for by the CP.
3. Business coaching: Monthly business review meeting and weekly support calls.

Train the trainer

Train the trainer training: Further training and assistance in personalising, developing or delivering courses, coaching sessions and consulting services.

Sales training

BCS will provide detailed, continued training and coaching in new business prospecting and sales techniques.

Products and Services – at a glance

The CP will be fully trained on all the following Brilliant Customer Service training courses, skills workshops and coaching sessions.

Key markets

Whilst our training and coaching can be used by almost any organisation, we focus on local companies with between 10 to 150 staff. There are seven key verticals we have experience of and target with our marketing:

1. IT, computer support and software.
2. Manufacturing, maintenance, distribution and engineering.
3. Education, schools, colleges and universities.
4. Public sector and not for profit.
5. Housing management and building maintenance.
6. Retail, hospitality, luxury goods, showroom sales.
7. Finance, insurance, leasing.

In addition, CP's may appoint marketing partners to refer leads and work together on clients. These could be industry associations, other training companies, providers of software and so on.

Financial Summary

Income

The CP will provide business skills training and courses to local and national organisations for a day rate between £995 and £1295, excluding VAT and out of pocket expenses.

It is anticipated that paid bookings will average on four to six days from months 4 to 8 and six to eight days from months 9 to 12.

It is unlikely that any paid work will be achieved in the first four months, for financial planning purposes at least. The following are gross estimated income, based on a day rate of £1,200, less the BCS support fee of 35%

Monthly income, months 1-4	£0
Monthly income, months 5-8, per month	£3,000 - £5,000
Monthly income, months 9-12, per month	£6,000 - £8,000
Second year average monthly income	£9,000 - £10,00
Targeted first year earnings:	£40,000
Targeted second year earnings:	£80,000

There are no, or minimal, variable sales costs (other than the CP support fee) as expenses are paid by the client and training materials by BCS

Monthly costs (averaged)

Networking and memberships	£100
Travel for sales appointments	£150
Phone, stationery, IT, etc	£75
PPC and online adverts	£150
Marketing PA (optional)	£500
(paid for first 10 weeks with support fee)	
Total	£ 975

Sales and Marketing Summary

The CP will generate leads, prospects and enquires using the training, techniques and sales tools provided by Brilliant Customer Service Ltd.

This will concentrate on these main activities:

- Telephone and email prospecting on a regular and consistent basis
- Online research and social media activity and advertising
- Business networking
- Target PPC advertising
- Social media marketing

In addition, BCS will provide the following services as part of their support package:

BCS Franchisee Support Services

Initial Training and Start-up Support

All provided within the first 60 days, eight days of live training plus online learning and manuals.

1. Business Management and administration
2. Sales prospecting and lead generation, including online marketing.
3. Train the trainer for Brilliant Customer Service and Service with a Sale.
4. Training on coaching skills and use of coaching forms.
5. Training on performing SWOT consulting TNA and customer service assessment.
6. Consultative selling skills.
7. Marketing start-up kit to include business cards, promotional materials, telephone prompt sheets email and other marketing templates. Plus training on CRM system, all personalised and specifically targeted to Brilliant Customer Service Ltd.
8. One-day co-teach workshop with another CP or Principal of BCS

Sales support programme

1. Contact sourcing and emailing by HQ
2. Daily prospecting 'top-tip' emails for 30 days
3. Weekly calls with me to review progress and activity, probably on a Monday
4. Weekly summary report - for you to complete ready for Monday call
5. An online coaching call reviewed through the online software tool
6. Weekly elearning email with extracts from the training
7. Consultative selling workbook self-study guide, starting in a few weeks.
8. Monthly meeting or zoom call

Business Services Provision

As a CP of Brilliant Customer Service Ltd you will be trained and supported to provide and deliver all of these four services independently and combined throughout the UK.

1. Training
2. Consulting – Training needs analysis
3. Coaching – at the desk skills improvement for sales and customer service staff
4. eLearning

Training

There are three main courses with a number of different versions of each for specific types of learner. There may be versions for different industries and customer type. They are suitable for B2B and B2C markets.

1. Service with a Sale – for all pre-sales and sales staff.
2. Brilliant Customer Service – for all non-commercial support and post sales service.
3. Working Smarter – Time Management

In addition, BCS have two skills workshops: Telephone Techniques and Customer Writing Skills. Once a CP has successfully sold and delivered one of these two courses, they will be trained to deliver the other courses.

Training Needs Analysis

The CP, working with BCS offers three distinct and stand-alone pre-training services:

1. Training needs analysis of sales, support and service staff
2. Small scale-mystery 'shopper' to assess current service experience.
3. Analysis of real-life calls, emails and online chats, plus customer survey responses using AI technology.

Coaching

The CP will be trained to use the BCS at-the-desk coaching system, using online summary and reporting forms. This includes versions to follow and support all training workshops.

Printed and eBooks

The CP will also be able to sell all publications produced by BCS, G R Phelps or other selected publications.

Price guidelines may apply to some or all of these services.

Brilliant Open Courses

A note about open courses - important information

Just in case you are not clear on the purpose of the open courses, let me explain. They are not a revenue stream in themselves, but a way of getting more appointments, interests and in-house training.

A lot of training companies, such as Hemsley Fraser, Pitman, Sandler. Etc. use open courses and as a 'shop window' and Trojan course to get appointments and gain in-house training.

It makes for an easier approach by email, social media and phone. The additional marketing can be covered by the revenue for the training. They will run quarterly and we can try different subjects.

The half day format means there might be less 'resistance' to spending time away from the job, and they are priced to sell. You can give discounts as you wish for additional. There is very little variable cost as we pay for a room and the refreshments per person, coffee and team to be specific.

We can market for free using Eventbrite and other sites. I will also be doing free thirty zoom webinars - mini training shorts, as tasters, once a month.

I am also going to try and get listed on sites like Groupon, just to create a pool of customers to up-sell.

We will also be listing on paid training sites as find courses.

The follow-up of participants will be critical - both for sending on other courses and as an in-house opportunity.

BTW: If you want to offer for another company to promote, we can offer a 50/50 marketing share. For example, if the local chamber want add it as branded course on the training course list.

I will not charge for my time and I will co-deliver with you.

Brilliant Customer Service

Proposed dates 2019

These can be added to, but as a starting point:

- July 29, 30, 31
- September 4, 5, 6
- Bristol, Coventry, Milton Keynes - other dates can be added.

Co-presented by GRP and Consulting Partners and marketed online, via Eventbrite, email, direct mail and dedicated telephone marketing people.

Venues: Non-city centre with free parking and good accessibility

Brilliant Sales Prospecting

Half-day course, interactive, highly practical selling skills on developing new business. This includes comprehensive workbook, quick reference guide and eLearning course. Workshop style for upto 15 people. Suggested pricing £199 per person or £99 if booked in advance. 10% discount for two or more people.

Brilliant Customer Service Skills

Half-day course, interactive, highly practical selling skills on delivering excellent customer service for internal and external customer service.

Includes comprehensive workbook, free print book and eLearning course. The course will be workshop style for up to 15 people.

£149 per person or £99 if book in advance. 10% discount for two or more people.