



**BRADFORD**  
UNIVERSITY  
School of Management



manager's  
 **toolkit**

# Investing Today in the Leaders of Tomorrow



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Bradford University School of Management

[www.bradford.ac.uk/toolkit](http://www.bradford.ac.uk/toolkit)

Technological advances, dynamic markets, new forms of competition, globalisation, economic downturns and climate change bring with them challenging pressures and opportunities for managers who have the tools to capitalise on them. **Manager's Toolkit** gives you the means to utilise these new opportunities and overcome the associated challenges.

### What is Manager's Toolkit?

Organizations today are faced with an ambiguous and challenging environment where their key competitive advantages are managers **confident** in their management skills.

Manager's Toolkit is a unique programme that combines functional, behavioural and people skills in a practical way ensuring managers fulfil their **leadership** potential. We encourage managers to challenge their thinking, update them on cutting edge management knowledge and facilitate networking and learning from peers in other sectors/industries.

### Who are we?

**Bradford University School of Management – THE NATURAL CHOICE FOR EXECUTIVE EDUCATION.**

The UK's longest established university based business school, with over 40 years experience providing business education, we consistently rank as a top ten UK, top 20 European and top 55 global school.

Our academics are at the forefront of their disciplines with hands-on experience of solving real business issues with national and international organizations. Our tutors have substantial experience of developing leaders and managers at all levels and ensuring that the learning experience is lively, relevant and jargon-free. The tutors understand that people learn in different ways and offer flexible learning processes encompassing lectures, group work, videos, role plays, question and answer sessions, case studies and business simulations.

### Who is it for?

- Experienced managers in the private, public and voluntary sectors.
- Specialist managers who would like a broader management outlook.
- Busy managers who do not have the time or inclination to commit to an accredited programme.
- Individuals who want to learn and apply practical management and people skills.

### The Manager – How you benefit?

- Managers have the time and space for critical reflection.
- Managers have the opportunity to use their experience and intuition in a risk free setting.
- Managers benefit by networking with fellow managers from a wide range of sectors.
- Managers leave with greater self belief and self confidence.
- Managers are taken out of their comfort zone for creative and innovative thinking
- Opens up your career horizons with a wider management outlook
- New skills in different behavioural and functional areas.

### The Organization – How you benefit?

- Build skills and confidence for well rounded managers.
- Practical modules maximize the learning impact and help embed knowledge in the organization.
- Choose the modules that work best for the individual and the organization.
- Creating more effective managers with greater self belief and self confidence.

### Why is Manager's Toolkit different?

- Flexible Programme – with Manager's Toolkit you can choose to attend any combination of the eleven modules. The choice is yours and determined by business need. If all eleven modules are completed you will receive a certificate.
- All courses encourage practical application of content and skills learned. After each course managers can consolidate, relate and evaluate learning back in the workplace.
- Leadership – Functional learning on its own is not enough to be a good manager – interpersonal skills can be the crucial difference between a successful organization and one that fails. We will use your experience and develop your capabilities to bridge the gap between your personal development and effectiveness as a leader. Manager's Toolkit helps you build people who will build your business.

// 80% of your business comes from 20% of your clients. // – Vilfredo Pareto

## Improve your interaction with key customers for improved business success.

Achieve win/win solutions for customers and yourself using tools, tactics and techniques from strategic account management. Manage strategic accounts effectively by adding value at every step of the process through the long term.

### Who's it for?

Managers and directors who want to successfully manage key relationships for long term profit. Sales managers who want a more comprehensive and longer term outlook on key account management.

### What does this course cover?

Strategic account management is about the mutual ownership for cost reductions, service improvements, productivity increases, continuous improvements, global competition, technological innovation, cross functional teams and other processes which will create shareholder value for both the supplier and major customer.

During this course you will learn best practice techniques that allow you to better engage with clients when negotiating and reporting. You will learn to consistently add value and effectively manage relationships with your key clients.

- What is SAM, and why is it needed?
- Using account planning – the “what”, “why” and “how” approach
- Applying the format – identifying solutions for the needs of corporates/individuals
- Contact management and communication
- Conflict management, negotiation and internal selling
- Account selection – the ten point check list/use of 80:20 rule.

### How will I benefit?

- Gain a clear understanding of the total process of strategic account management
- Learn how to build long term relationships at all levels within a client's organization
- Learn to prioritise and focus your time and attention on the development of strategic accounts
- Develop your ability to interface more effectively with key customers through negotiation and networking skills
- Gain practical tools for managing a customer portfolio and creating customer value.

### How will my business benefit?

- Understanding of the need for SAM
- Identification of opportunities for improvement
- Creation of a customised generic account management plan
- Gain more effective strategic account managers
- Improved understanding of key customers and how to gain better long-term relationships.

### What makes this Toolkit course special?

- Learn new practical skills and techniques that allow better strategic account management
- A participative and interactive course where you have the opportunity to develop a strategic account management plan
- The inspirational surroundings of the Heaton Mount Executive Education Centre to stimulate your creativity and give you new perspective.

- Fee= £635 – Includes all tuition, course materials, lunch and refreshments.

- Duration= 2 days

- Dates= 19 – 20 October 2010

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**Invest in YOUR leaders of tomorrow. Contact us today:**

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