



# TRAINING FOR BUSINESS PROSPECTUS

January - April 2024



**Ruth Bailey**  
Director General  
and Chief  
Executive AEA

We are pleased to share the latest Training for Business prospectus with you. Our 2024 season commences in January and runs through to April. This is our tenth year of providing bespoke industry specific business training courses for the land-based industries and over this time we have gained a significant amount of experience in getting to know what is of interest to our members and what you expect from AEA Training for Business. Each year we refine the programme ensuring that the content continues to be relevant using trainers who know and understand our industry and who tailor their training material accordingly.

The prospectus will again include both in-person and virtual courses. Our bite-sized virtual training sessions last for approximately two hours and our in-person courses are run over one or two days and are based at our AEA training facilities in Peterborough. You will see on the course index page that we have indexed them separately for easy reference.

Anyone involved in the land-based engineering industry can enrol on our courses, whether members of the AEA or not. We offer discounted prices to AEA member companies and to their dealers and are pleased to also extend the discount to BAGMA members. Our courses are also recognised by the Institution of Agricultural Engineers for CPD hours, which will be of benefit to many of your employees who will be IAgRE members. We hope you will continue to support our Training for Business programme this season.

## IN-PERSON TRAINING COURSES

SUBJECT	STRAPLINE	DATE (2024)	PAGE
Profit from Shows and Demonstrations	Making public promotion pay	18 Jan	4
Presentation and Training Skills	Essential skills for instructors, trainers, installers and managers	30 – 31 Jan	5
Recruitment & Retention	How to find, employ, motivate and keep the best people	1 Feb	6
The Area Manager Role	Working with dealers to build performance and effective relationships	7 – 8 Feb	9
Managing Staff for Performance	How to manage individuals and teams for improved workplace performance	5 – 6 Mar	13
Territory Representation	Developing the dealer network to maximise sales	2 – 3 Apr	18
Selling Skills, Selling Through Dealers	Maximising sales performance of dealers	16 – 17 Apr	19

## ON-LINE TRAINING COURSES

SUBJECT	STRAPLINE	DATE (2024)	PAGE
Area & Field Management	Adapting to the new normal, post Covid-19	15 Feb (am)	10
Customer Service, Raising the Bar	Being easier and better to deal with in the digital age	15 Feb (pm)	11
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# PROFIT FROM SHOWS & DEMONSTRATIONS

Making public promotion pay

Duration:	1 Day
Location:	AEA Training Centre, Peterborough
Course size:	Max 12 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA180124
Course Dates:	18th January 2024
Course Objectives:	This course has been developed to address one of the perennial challenges that manufacturers and dealers encounter with frustrating frequency: How do you make the investment in shows and machinery demonstrations pay? The course will focus on the management and staff behaviors and actions necessary for success. If you've ever been to a poorly planned demonstration, or witnessed the huddle of staff talking to each other, or wondered exactly who followed up the leads and what were the outcomes, then you know how common the problem is.
Course Outcomes:	By the end of the course delegates will be able to: <ul style="list-style-type: none"><li>• Understand the key stages of demonstration planning and execution</li><li>• Understand best practice principles for converting the demo to a sale</li><li>• Design &amp; implement demonstration planning and feedback tools</li><li>• Identify best practice in show stand management and staff standards</li><li>• Understand how to plan and manage staff roles at shows &amp; demos</li><li>• Understand how to ensure that all leads are correctly logged, managed and followed up</li></ul>
Delegate Requirements:	Delegates should be in a role which directly manages or impacts on those involved in demonstration and show planning and delivery, both at supplier and dealer level.
Course pre-requisites:	Delegates should agree personal objectives with their manager.
Course Instructor:	Maple Associates Ltd

# PRESENTATION & TRAINING SKILLS

Essential skills for Instructors, Trainers, Installers and Managers

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 10 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA300124
Course Dates:	30th – 31st January 2024
Course Objectives:	This course is designed to provide delegates with the essential skills required to plan, prepare and deliver effective presentations to customers, engineers, dealer staff, customers and members of the public. Taking a highly practical approach throughout the course, each participant will have the opportunity to plan and deliver at least 2 presentations, receive constructive feedback, improve their skillset and increase their confidence in presenting product, technical, business or brand information. Video recording and review will be available.
Course Outcomes:	By the end of the course delegates will: <ul style="list-style-type: none"><li>• Be able to plan and deliver an effective presentation</li><li>• Be able to select the right supporting materials and aids</li><li>• Be able to tailor and adapt their approach to different audience types</li><li>• Understand how to increase and influence the impact</li><li>• Understand how to develop and manage personal confidence</li><li>• Understand how to ensure that planned outcomes are achieved</li><li>• Understand how to plan a training session/presentation</li><li>• Understand how to review presentation and training effectiveness</li></ul>
Delegate Requirements:	Delegate should be in a role that requires them to present to small groups, whether this is for training, installation, sales or management.
Course pre-requisites:	Delegates should bring a short presentation with them to use on day one.
Course Instructor:	Maple Associates Ltd

For more information or to book your place on any of the courses, please contact **Angela** on [ab@aea.uk.com](mailto:ab@aea.uk.com)



# RECRUITMENT & RETENTION

How to find, employ, motivate and keep the best people

Duration:	1 Day
Location:	AEA Training Centre, Peterborough
Course size:	Max 12 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA010224
Course Dates:	1st February 2024
Course Objectives:	In this course we will discuss and explore the importance of recruiting properly, creating a meaningful and worthwhile workplace where business performance goes hand in hand with personal development. Also how every company, big or small can retain those employees with talent and potential.
Course Content:	Defining the role and the right person for the job, finding candidates & growing our own, the recruitment interview, getting off to the right start, defining career paths, why people leave and why people stay, industry-specific retention strategies.
Course Outcome:	By the end of this course delegates will be able to feel confident about how to hire and/or grow the right people and importantly how to motivate them, develop them and retain them in the business.
Delegate requirements:	Delegates should be in a position where they hire and manage people in the business, regardless of discipline sales, service, parts, admin and regardless of business size. So this course will be very useful to dealers as well as member companies.
Course Instructor:	Maple Associates Ltd







# THE AREA MANAGER ROLE

Working with dealers to build performance and effective relationships

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 12 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA070224
Course Dates:	7th – 8th February 2024
Course Objectives:	This course is designed to provide delegates with the knowledge, skills and confidence to build effective relationships with dealership owners, managers and staff in sales and aftersales. Whether agreeing business plans, managing dealership development, negotiating changes, or simply providing effective support to dealer teams, this programme will help delegates build productive and performance-oriented relationships with their dealership contacts.
Course Outcomes:	By the end of the course, delegates will be able to: <ul style="list-style-type: none"><li>• Understand the core functions of the Area Manager role</li><li>• Build effective working relationships</li><li>• Utilise Sales, service, parts &amp; financial performance indicators</li><li>• Build a shared agenda for dealership development</li><li>• Work with dealership managers to shape future performance</li><li>• Resolve disagreement and conflict effectively</li><li>• Agree and implement sustainable dealer action plans</li></ul>
Delegate Requirements:	Delegates should ideally be in an area management role, or be progressing towards taking this role on within the following year.
Course pre-requisites:	Delegates should prepare pre-course goal(s) with their manager.
Course Instructor:	Maple Associates Ltd



# AREA & FIELD MANAGEMENT

Adapting to the new normal, post Covid-19

Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 10 people
Cost per day:	£125 AEA & BAGMA Members £150 Non-Members
Course Code:	V1-MA150124
Course Dates:	15th February 2024 (am)
Course Objectives:	This Remote Virtual Class has been designed to help area and field-based managers support their dealers in embracing new ways of working. Changes that have been necessitated by the current and potentially ongoing impact of Covid-19 on working practices and dealership engagement with end-users.
Course Outcomes:	By the end of the course, delegates will be able to take the following key factors into account when planning and managing their field activities: <ul style="list-style-type: none"><li>• Multiple-touchpoint thinking for long-term dealer success</li><li>• Ensuring dealers are “digitally and socially engaged”</li><li>• Opening dealers’ eyes to new job roles and processes</li><li>• Engaging dealers in ‘speed of response’ thinking</li><li>• Helping dealers be ‘easy to deal with’ in the online age</li><li>• Increasing physical and online territory coverage</li></ul>
Delegate Requirements:	Delegates should ideally be in an area management or field role or be progressing towards taking this role on within the following year.
Course pre-requisites:	PC/Laptop with microphone and webcam
Course Instructor:	Maple Associates Ltd

# CUSTOMER SERVICE, RAISING THE BAR

Being easier and better to deal with in the digital age

Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 10 people
Cost per day:	£125 AEA & BAGMA Members £150 Non-Members
Course Code:	V2-MA150124
Course Dates:	15th February 2024 (pm)
Course Objectives:	This course is a powerful introduction to some incredibly simple ways to raise the bar on customer service for end-users, so that manufacturers and dealers can set their brands apart from the everyday machinery and equipment support experience.
Course Outcomes:	<p>By the end of the course, delegates will be able to consider deploying some very simple and powerful customer service improvements that make the business easier to deal with, whilst providing a better, more effective customer experience:</p> <ul style="list-style-type: none"><li>• Defining the customer journey and their reasons for contact</li><li>• Multiple entries to a single point of contact – steering the customer</li><li>• Speed of response and managing expectation</li><li>• Safe hands, will do, doing, done, happy? 5-steps to winning</li><li>• Making social media your loudest positive advocate</li><li>• Making your customers your 2nd sales team</li><li>• Digital footprints to increased physical coverage</li></ul>
Delegate Requirements:	Delegates should ideally be in a customer facing, dealer facing, marketing or dealer support role.
Course pre-requisites:	PC/Laptop with microphone and webcam
Course Instructor:	Maple Associates Ltd

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*I feel the course was very good and pushed us out of our comfort zone and gave us confidence.*

**Lewis Iporong-Timms, Kubota (U.K.) Ltd**  
Presentation & Training Skills

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# MANAGING STAFF FOR PERFORMANCE

How to manage individuals and teams for improved workplace performance

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 12 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA050324
Course Dates:	5th - 6th March 2024
Course Objectives:	This course has been designed to provide delegates with a set of tools, both informal and formal, to help work closely with each member of their team and support them in reaching their real performance potential in the workplace. We will explore a range of approaches to managing the performance of others. It would be impossible to build and sustain the performance of a whole team simply by focusing on individual needs and capabilities, so we will address team performance as well as that of the individual during this course
Course Content:	<p>By the end of the course delegates will understand or be able to:</p> <ul style="list-style-type: none"><li>• Manage and motivate staff to improve their performance</li><li>• Adapt their management approach to the needs of the situation</li><li>• Plan and implement informal coaching support</li><li>• Plan and implement a formal Performance Improvement Plan</li><li>• Conduct an effective appraisal using a simple appraisal process</li><li>• Understand Grievance, Disciplinary and Attendance processes</li><li>• Understand how to build team performance</li><li>• Conduct team meetings, briefings and reviews</li></ul>
Course Outcome:	Delegates should be in role with direct reports they are responsible for, or on a development pathway into one of those roles.
Delegate requirements:	Delegates should agree personal objectives with their manager.
Course Instructor:	Maple Associates Ltd



# DELIVERING EMPLOYEE FEEDBACK

How to provide constructive and motivational feedback

Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 10 people
Cost per day:	£125 AEA & BAGMA Members £150 Non-Members
Course Code:	V3-MA210324
Course Dates:	21st March 2024 (am)
Course Objectives:	Employee feedback is defined as a process of giving constructive suggestions to the employees by their reporting managers, supervisors and peers. Most managers don't provide enough feedback and when they do, they tend to make it negative or too vague and the importance of the feedback is lost. Delivering feedback is a critical aspect of a manager's role. This web-based training will arm the manager with a practical set of guidelines and tools to provide effective and motivational employee feedback.
Course Outcomes:	After completing the training, participants will have acquired the necessary knowledge to understand: <ul style="list-style-type: none"><li>• Why employee feedback is important and becoming more so</li><li>• How the brain receives and processes feedback and information</li><li>• How to prepare to deliver feedback and how to deliver candid feedback</li></ul>
Delegate Requirements:	This training is applicable to anyone who has people management responsibilities
Course pre-requisites:	PC/Laptop with microphone and webcam
Course Instructor:	Maple Associates Ltd



**Guest Wi-Fi Details**

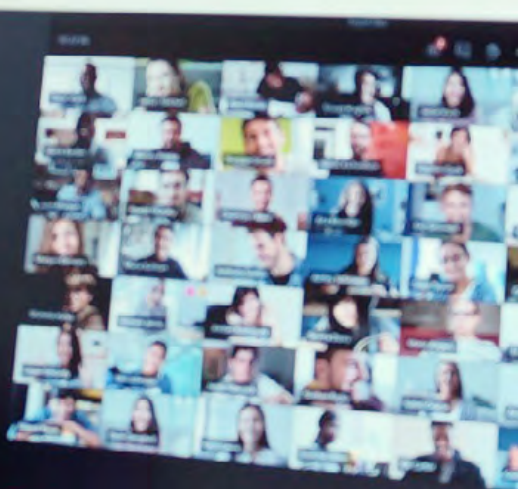
Network Name: [illegible]

Password: [illegible]



**Audio Visual Connectivity Details**

The standard AV system in this room includes a large screen, a camera, and a microphone. For more information, please contact the AV department.





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*Very informative, more in-depth than I could imagine. Left with a stronger outlook on my job role.*

**Robert Trott**, Husqvarna UK Ltd  
Delivering Effective Demonstrations

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# BUILDING BETTER PERFORMANCE

## Lessons from Covid-19

Duration:	2 Hours Remote Virtual Class
Location:	Virtual Training Room [on-line]
Course size:	Max 10 people
Cost per day:	£125 AEA & BAGMA Members £150 Non-Members
Course Code:	V4-MA210324
Course Dates:	21st March 2024 (pm)
Course Objectives:	This Remote Virtual Class has been designed to help manufacturers work with their dealers to achieve more predictable and sustainable performance outcomes in sales and aftersales, based on some of the lessons learned during the enforced changes experienced by the industry during the Covid-19 outbreak.
Course Outcomes:	<p>By the end of the course, delegates will be able to take the following key factors into account when planning and managing their dealer relationships:</p> <ul style="list-style-type: none"><li>• The importance of understanding, agreeing and using basic KPIs</li><li>• Agreeing shared action plans with mutual engagement</li><li>• Agreeing simple processes to support each KPI</li><li>• The use of rolling shared-agendas to manage progress</li><li>• Bite-size online support &amp; input to aid change and improvement</li><li>• Multiple touchpoint dealership support for the long-term</li><li>• Agreeing and managing the correct cadence rate for your relationship</li></ul>
Delegate Requirements:	Delegates should ideally be in an area management or dealer support role where measurable dealer performance outcomes are a requirement of the role.
Course pre-requisites:	PC/Laptop with microphone and webcam
Course Instructor:	Maple Associates Ltd



# TERRITORY REPRESENTATION

Developing the dealer network to maximise sales

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 12 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA020424
Course Dates:	2nd - 3rd April 2024
Course Objectives:	Delegates will learn how to develop strategies to determine dealer effectiveness and market coverage and identify areas when replacements or new appointments are required. They will understand techniques to research the chosen territory looking for potential candidates and negotiating franchise agreements. They will also discuss and review techniques for ensuring maximum representation even if they are not the dealer's main franchise. In addition, they will review key strategies to successfully achieve maximum sales potential as quickly as possible. As well as analysing the impacts of these actions in the trading territory.
Course Outcomes:	The delegates will have a clear understanding of what is required to develop their existing dealer network to maximise every sales opportunity. As well as defining the selection criteria for new dealer representation in the marketplace.
Delegate Requirements:	Delegates will most likely be working in a management or dealer development role with a supplier company, usually heavily reliant on sales through dealers and should have some responsibility or involvement in dealer selection, management and development.
Course pre-requisites:	Previous training related to Sales through Dealers and/or Understanding Dealer Finances courses would be useful courses to have attended in advance.
Course Instructor:	Maple Associates Ltd

# SELLING SKILLS

## SELLING THROUGH DEALERS

Maximising sales performance of dealers

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Course size:	Max 12 people
Cost per day:	£310 per day AEA & BAGMA Members £375 per day Non-Members
Course Code:	IP-MA160424
Course Dates:	16th - 17th April 2024
Course Objectives:	<ul style="list-style-type: none"><li>• To help a supplier maximise sales opportunities when selling through dealers</li><li>• To understand the sales process and where they can add value with their dealers</li><li>• To understand how to coach dealer sales people with a view to improving performance</li><li>• To understand how to monitor sales performance through the dealer channel</li><li>• To increase the perceived value of the supplier in order to maximise sales exposure.</li></ul>
Course Outcome:	By the end of this course the delegates will have a clear understanding of the sales process and how to enhance this through their dealer channel. They will understand how to maximise the effectiveness of their dealer interactions through effective planning and communication techniques. They will have the key skills required to coach dealer salespeople to become more effective and create a positive impact on their brand.
Delegate requirements:	Delegates will most likely be working in a selling or territory management role with a supplier company usually heavily reliant on sales through dealers.
Course Instructor:	Maple Associates Ltd

## STAY IN TOUCH



Twitter: @aea\_association

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LinkedIn: [www.linkedin.com/company/agricultural-engineers-association](http://www.linkedin.com/company/agricultural-engineers-association)

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