



TRAINING FOR BUSINESS PROSPECTUS

March - May 2027

PRESENTATION & TRAINING SKILLS

Essential skills for instructors, trainers, installers and managers

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Cost:	£330 per day AEA & BAGMA Members £395 per day Non-Members
Course Code:	MA300327
Dates:	Tuesday 30th – Wednesday 31st March 2027
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 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.
Outcomes:	By the end of the course delegates will: • Be able to plan and deliver an effective presentation • Be able to select the right supporting materials and aids • Understand how to use AI safely in preparing presentation content • How to use AI (ChatGPT, CoPilot, Apple Int) in formatting slides or content • Be able to tailor and adapt their approach to different audience types • Understand how to increase and influence the impact • Understand how to develop and manage personal confidence • Understand how to ensure that planned outcomes are achieved • Understand how to plan a training session/presentation • Understand how to review presentation and training effectiveness
Requirements:	Delegates should be in a role that requires them to present to small groups, whether this is for training, installation, sales or management.
Pre-requisites:	Delegates should bring a short presentation with them to use on day one and will need to bring a laptop or tablet PC with them.
Instructor:	Maple Associates

Please contact Angela on ab@aea.uk.com to book your place.

THE AREA MANAGER ROLE

Working with dealers to build performance and effective relationships

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Cost:	£330 per day AEA & BAGMA Members £395 per day Non-Members
Course Code:	MA080427
Dates:	Thursday 8th – Friday 9th April 2027
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.
Outcomes:	By the end of the course, delegates will be able to: • Understand the core functions of the area manager role • Build effective working relationships • Utilise sales, service, parts & financial performance indicators • Build a shared agenda for dealership development • Work with dealership managers to shape future performance • Resolve disagreement and conflict effectively • Agree and implement sustainable dealer action plans • The role, risks and examples of AI use for area managers in the field
Requirements:	Delegates should ideally be in an area management role, or be progressing towards taking this role on within the following year.
Pre-requisites:	Delegates should prepare pre-course goal(s) with their manager.
Instructor:	Maple Associates

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TERRITORY REPRESENTATION

Developing the dealer network to maximise sales

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Cost:	£330 per day AEA & BAGMA Members £395 per day Non-Members
Course Code:	MA270427
Dates:	Tuesday 27th – Wednesday 28th April 2027
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.
Outcomes:	By the end of the course, delegates will: • Have an understanding of potential opportunities to develop their dealer network • Be able to use targeted KPIs to benchmark and assess dealer performance • Know how to measure, quantify and communicate untapped territory potential • Be able to define the selection criteria for new dealer representation • Understand simple balance sheet indicators of dealership strength and capacity • Understand how to assess dealership succession potential and risks
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.
Pre-requisites:	Previous training related to sales through dealers and/or understanding dealer finances courses would be useful to have attended in advance.
Instructor:	Maple Associates

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UNDERSTANDING DEALERSHIP FINANCIAL PERFORMANCE & VIABILITY

Understanding and developing successful, sustainable dealerships

Duration:	2 Days
Location:	AEA Training Centre, Peterborough
Cost:	£330 per day AEA & BAGMA Members £395 per day Non-Members
Course Code:	MA040527
Dates:	Tuesday 4th – Wednesday 5th May 2027
Objectives:	Delegates will learn how to work with dealership financial indicators in enough detail to develop an awareness of trading performance, liquidity, solvency and balance sheet strength. This is an important and often overlooked factor of many roles within manufacturers, where an understanding of dealership performance and financial viability is an important aspect the role. Using a set of 3 case studies delegates will work together to draw conclusions about dealership performance, viability and potential challenges, following which they will identify and present their recommended actions to address any concerns or risks identified in the case studies.
Outcomes:	By the end of the course delegates will: • Understand how to read and interpret dealership accounts • Understand how to read and interpret dealership balance sheets • Understand key financial, liquidity and solvency ratios • Understand common problems and solutions for cashflow difficulties • Understand common problems with balance sheets • Understand the role of a 13-week cashflow forecast • Understand common challenges in dealership expansion • Understand financial factors affecting performance in rising and falling markets
Requirements:	Delegates will most likely be working in a management, dealer development or sales management role within a supplier company, or have some responsibility or involvement in dealer selection, management and development, including assessment of ongoing viability and succession resilience.
Pre-requisites:	Previous training related to financial performance, basic accounting and finance, or the use of KPIs in dealership benchmarking would be useful, though none are essential and this course would therefore be equally suitable for people in area and field management roles supporting day to day dealership operations.
Instructor:	Maple Associates

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STAY IN TOUCH



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Agricultural Engineers Association

Samuelson House, 62 Forder Way, Hampton

Peterborough PE7 8JB

t: 08456 448748

e: ab@aea.uk.com

www.aea.uk.com