



List of training topics.

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Examples of training topics.

Because we develop training by observing your operation, working with your team and tying-in with your operations manuals (even if we didn't write them) – **we can develop and deliver training on any topic and for any business type and sector.**

- All training is developed bespoke for the client, their sector, products & services, operations manuals and needs (not pulled 'off the shelf').
- We fully document our training and **hand it over to you to use in perpetuity** – so you can run it as often as you like **without additional cost** (if you use your own staff as trainers).
- We can also act as trainer at reasonable rates.

The following are examples of previous work, contact us with your needs at www.manualwriters.co.uk/contact-us

<i>Sector</i>	Training Topic	+ Workshops	Audience
<i>To a variety of sectors</i>	Introducing new manuals.	No	Management (all levels)
	Introducing new processes.	Yes	Management (all levels)
	Dealing with & Managing Change.	Yes	Management (all levels)
	Setting the standard.	Yes	Management (all levels)
	Managing by Walking About.	Yes	Management (all levels)
	Tasks – Own, Adopt or Delegate?	Yes	Management (all levels)
	Customer Empathy.	Yes	Management & Team
	Customer Service – The Extra Mile.	Yes	Management & Team
	Need a Sale? Sell to Needs.	Yes	Sales Management & Team
	Selling the Benefit, Not the Feature.	Yes	Sales Management & Team
	Enhancing Customer Choice (Upselling).	Yes	Sales Management & Team
	Understanding Margins & the Impact of Discounts.	Yes	Management & Sales
	Selling Professional Services.	Yes	Professionals
	Export/International Sales.	No	BDMs
<i>Franchises</i>	Maintaining Customer Relationships.	Yes	Sales Management & Team
	Understanding Franchising & Licensing.	No	BDMs/ Management
	Should you franchise?	No	Prospective Franchisors
	Promotional (i.e. franchise sales).	No	Prospective Franchisees
	Introducing Enhanced (new) Manuals.	No	Franchisees
	Introducing Change.	No	Franchisor or Franchisees
	Better Support Visits.	Yes	Franchisee Support Team
	Give a Franchisee a Fish...	Yes	Franchisor Support Team
<i>Hotels and Resorts</i>	Managing Underperforming Franchisees	Yes	Franchisor Support Team
	Sales Training.	Yes	Franchisee staff
	New Business Coaching Programmes.	No	Franchisees
	Brand Core Values & 'Personality'.	No	Management (All levels)
	Customer (Guest) Empathy & Service.	Yes	Management & Team
	Maximising Sales, Bookings & Spend.	Yes	Sales Management & Team
	Guest Welcome and Services.	Yes	Reception Team
	Front of House (Restaurants) Service.	Yes	FOH Mgrs. & Team
	Bar – Standards and Service.	Yes	Bar Managers & Team
	Retail – Standards and Service.	Yes	Retail Team
	Recreation & Events – Standards & Service.	Yes	Management & Team
	Engaging Guests – Satisfaction and Sales.	Yes	Management & Team
	Cleaning Standards.	Yes	Cleaning Managers
<i>Cleaning & Maintenance</i>	Maintenance Standards.	Yes	Maintenance Mgrs. & Team
	Upselling and Cross-Selling.	Yes	Management & Team
	Managing Suppliers and Contractors.	No	Management
	Managing and Retaining Staff.	Yes	Management (All levels)
	Managing through Peaks and Seasons.	Yes	Management (All levels)
	Selling & Contracting Cleaning Services.	Yes	Sales Management & Team
	Managing Staff Performance & Churn.	Yes	Management
	Customer Service.	Yes	Management & Team
Cleaning Standards and Methods.	No	Management & Team	



<i>Sector</i>	Training Topic	+ Workshops	Audience
<i>Coffee Shops, QSR/ Fast Food</i>	Brand Core Values & Style.	No	Management & Team
	Theatre & Style – The Barista.	Yes	Management & Team
	Golden Rules – Selling More from Self-Service & Impulse Displays.	Yes	Management & Team
	Counter Service Heroes.	Yes	Management & Team
	Turning Tables – Table Service & Standards.	Yes	Management & Team
	Upselling and Cross-Selling.	Yes	Management & Team
<i>Restaurants & Catering</i>	Better Welcome – Happier Customers.	Yes	Guest Welcome Team
	FOH Service Standards.	Yes	FOH Management & Team
	Theatre and Style at the Bar.	Yes	Bar Team
	Enhancing Choice (Upselling) = Happy Customers & Better Sales.	Yes	FOH Management & Team
	Menu Knowledge – What do we serve, what’s in it and why is it so delicious?	Yes	FOH Management & Team
	BOH/Kitchen Management.	Yes	BOH Management & Kitchen
	(Plus topics already detailed for hotel and coffee shop/fast food sectors above).		
<i>Retail</i>	The Golden Rules of Better Merchandising.	Yes	Retail Managers & Staff
	Visible Customer Service.	Yes	Retail Managers & Staff
	Not Just a Showroom – Reclaiming Sales from the Internet.	Yes	Retail Managers & Staff
	Upselling and Cross-Selling.	Yes	Retail Managers & Staff
<i>Professional Services</i>	Selling Results – Not Reports (Understanding What Clients Really Want).	Yes	Professionals
	Customer Service in Professional Services.	Yes	Professionals
	Mutually Assured Relationships.	Yes	Professionals
<i>Manufacturing</i>	Principles of Lean Production.	Yes	Management & Team
	Better Sales – Direct and through Resellers.	Yes	Sales Managers & Team
<i>Other</i>	Various life/career coaching programmes		
	Various business coaching programmes		
	Various continuing professional development (CPD) programmes and courses.		

Get in touch with us at www.manualwriters.co.uk/contact-us for help with training.



Get in Touch/ Ways We Can Help

Get in touch at <https://www.manualwriters.co.uk/contact-us> for advice and help with manuals and training. If you're franchising, see our [Franchising Guides](#). **And explore our website for more:**

Operations Manuals

Because our manuals explain every task in your operation step by step and are written bespoke - we can use the 'language' of your brand to create manuals that are easy to follow and that your Team actually use. And we manage the whole process and write everything for you.

[Learn about our manual-writing services>>](#)

New Procedures for Brexit

To remain successful, your business must adapt for Brexit (even if you don't trade in Europe). Let us develop the new procedures and manuals you need to stay ahead, leaving your team free to concentrate on your success post-Brexit.

[See how we can help you plan and adapt for Brexit>>](#)

Review of Existing Manuals

Existing manuals become less useful (even dangerous) without regular review - as they won't detail changes to procedures and may contain/omit policies contrary to law. We review manuals, manage changes, write updates and help introduce new versions to your Team or franchisees.

[Learn about or manual reviews and updating>>](#)

Consultancy

We have served clients in all sectors at all stages of development and have the experience to advise you on performance and improvement, Standard Operating Procedures (SOPs), best practices, growth, organisational structures, change management and more.

[Explore our consulting services>>](#)

Franchise Manuals

With over 20 years' experience serving franchises in all sectors, our franchise manuals reinforce relationships with franchisees, protect your brand and provide clear step-by-step guides for franchisee (and head office) operations to a high standard.

[Find out more about our franchise manuals>>](#)

Training

Good training is imperative to support your manuals. We create engaging programmes that your Team will enjoy and your business (or franchise) will profit from - and can deliver them too.

[Discover our training services>>](#)

User (Customer) Manuals

Because we have many years' experience developing operations manuals and writing up clear step by step procedures - we can also create detailed user manuals and instruction books for you that your customers will find easy to follow.

[Find out about our user manuals>>](#)

Online Guides & Templates

For a quality manual that's ready on time, it's usually better (and often more cost effective) to use professional manual-writers instead of trying to write manuals yourself. But if you are set on giving it a go - have a look at our expanding selection of online guides and templates.

[Online guides and templates \(NEW\)>>](#)