SMARTWAYFORWARD

Your specialist sales, management, customer service & training consultancy

Sales Management

Motivation

Advertising & Marketing

Resource Management

Training, CPD &
Coach Development

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"If you do what you've always done,
you'll get what you've always got."

Mark Twain

Successful businesses and sports people have a lot in common.
– They both have goals, stay focused, train and develop their skills
– They know that having the right support and consistency is key
– They always try to stay one step ahead of their competitors
– They recognise that those who train the same, remain the same

So ask yourself, how do you make a difference and
stand out from the crowd?

Are you going to take the SMART Way Forward?

SMART Way Forward

Research from the Federation of Small Businesses shows that 49% of businesses never actually follow up sales leads, with a further 25% never making a second call. Why leave sales on the table for your competitors to simply come along and take them from you?

SMART Way Forward is a specialist sales, management and training consultancy working predominantly within the sport, leisure, health and fitness industry.

We offer companies a unique proposition of commercially focused services, including bespoke sales training, customer service training, Continuing Professional Development (CPD), management training, coaching and mentoring workshops, skills development, strategic consultation and sales support.

People are the most important asset within any company. Making sure you have the right people, with the right skills, in the right positions, sharing the same vision, is an essential part of business success.

At SMART Way Forward, we can train and develop your people so they have the skills and knowledge to deal with challenging situations in a calm, controlled, professional manner.

Being reactive is sometimes much easier than being proactive, so having the skills to understand both are vital if you want to make the most of every opportunity.

We work with private and public sector organisations, including sports clubs, leisure centres, universities, trade associations, local authorities, sports National Governing Bodies (NGBs), County Sports Partnerships (CSPs), sports equipment manufacturers, product suppliers and sports event organisers.

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"The team from SMART Way Forward organised an excellent morning of inspirational training workshops, followed by 90 minutes of archery at Mepal Outdoor Centre. Everyone from the Jordan Fitness team thoroughly enjoyed the day and we would have no hesitation in recommending SMART Way Forward to others."

Zak Pitt, Managing Director, Jordan Fitness Ltd

"Bonar Yarns is primarily a manufacturing company and our customer service is an essential link between our own production facilities and our customers. SMART Way Forward were asked to deliver a training programme focused on improving our service, communication skills and helping staff make best use of their time.

"This they have achieved through a series of onsite training sessions. The results have been excellent with great feedback from staff and customers. We would certainly recommend SMART Way Forward to other organisations where communication with customers is key to a successful business."

Bryn Lee, Global Commercial Director, Bonar Yarns

"At WASPS, we are always looking to develop the skills of our team so we can deliver a professional customer experience, first time, every time. We appointed SMART Way Forward to deliver a series of bespoke sales and customer service training workshops to help our corporate sales team exceed expectations. The training has been fun, effective and very beneficial and we would have no hesitation in recommending SMART Way Forward to others."

James Wootton, Corporate Sales Manager, WASPS

How we work

When performance matters, you need a SMART Strategy to help you exceed all expectations. We are the team who can make it happen.

Our team of experienced consultants can help you, your staff and your organisation be the best that you can be.

We can inspire, motivate and give you valuable advice, as well as deliver effective management strategies, consultancy and bespoke CPD training workshops tailored specifically to meet your needs and requirements. If you have goals and targets, we will not only help you achieve them – we will show you how to consistently exceed them!

After an initial assessment day with you and your team, we will discuss and review the main areas for improvement against your existing targets and KPIs (key performance indicators).

We will then either discuss a realistic workable solution with you, or design a bespoke programme which focuses specifically on developing individual and team skills in areas such as sales, management, leadership, customer service, mentoring and coach development.

The areas which we specialise in make up the 'SMART' in SMART Way Forward:

S – Sales Management
M – Motivation
A – Advertising & Marketing
R – Resource Management
T – Training, CPD & Coach Development

Over the years we have worked with various equipment manufacturers, suppliers and distributors, as well as sports clubs, leisure centres, high performance centres, universities, trade associations, local authorities, sports National Governing Bodies (NGBs), County Sports Partnerships (CSPs), leisure operators and sports event organisers.

We have successfully helped all of them achieve their individual or team goals, exceed their sales targets or simply helped them become more confident, efficient and proactive in their roles.

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SMART strategies

Sales Management

SMART Way Forward delivers management support, sales training and CPD (Continuing Professional Development) through a wide range of workshops and programmes, tailored specifically to meet your needs.

We also offer the opportunity for businesses to hire interim managers / directors on a short term contractual basis – at your premises or remotely – when it is not practical or cost-effective to undertake the process of interviewing and hiring someone for part time, full time or temporary work. Our knowledge, experience, expertise and understanding of the sport and leisure industry market sector is what separates us from other management and sales training providers around the UK.

SMART Sales Referral Service

We also offer a 'SMART Sales Referral Service' because we recognise that it is sometimes hard for private sector companies to engage with other organisations when introducing new products and services which may be of interest to the sport, leisure, health and fitness industry.

As your consultants we will act as your 'door openers' to help you introduce your products and services to key decision makers. We take data protection very seriously, therefore we do not sell our contact database to any organisation. Instead, we offer a sales introduction process which helps you introduce your products and services in a consultative way to organisations working within the private and public sector.

Motivation

We strongly believe that motivation is one of the greatest influences of consistent success. Motivation can be the driving force behind an amazing business idea or simply recognition of consistent great performance.

The teams at SMART Way Forward work with your staff and managers to identify long or short term programmes which will invigorate your people to become more motivated within their everyday roles and responsibilities.

This could be through team talks, reward schemes, personal development programmes, off site motivational days organised by SMART Way Forward or arranging celebrity speakers to come and address teams at your premises.

Anything is possible with focus, determination and Positive Mental Attitude, but we all need motivation to get us started.

Advertising & Marketing

The demands of running a business can often mean that this vital area is not always given the time, effort or resources it requires.

We have a variety of services which will help you structure a successful marketing strategy for your organisation, without taking hours away from your daily routine. From a targeted social media campaign to a successful product launch or marketing strategy, we have the knowledge and experience to help you make a positive professional impact within the industry. Our media experts can help you identify and implement the right pathway for advertising, marketing and promotion, whether it is for a new product launch, corporate image change, advert design or identifying a strategy to help you penetrate a new sector.

Resource Management

Business resources are all around you, but not always being utilised in an effective, efficient way.
Often, different departments within an organisation will have their own procedures and structures creating unnecessary duplication and inefficiencies.

Our consultants at SMART Way Forward can work discreetly with your management teams to identify these areas and help you implement procedures to control duplication and time wastage, helping your organisation become even more effective, productive and efficient.

Training

Winston Churchill once said: "I am always ready to learn, although I do not always like being taught."

We understand that this can apply to all of us sometimes, which is why we make all our training workshops and programmes relevant, interactive, enthusiastic and fun. Our team of experienced consultants at SMART Way Forward are experts in delivering bespoke, engaging full day and half day training workshops, focusing on areas such as **management training, sales training, customer service training, CPD (Continuing Professional Development) training programmes and coach development.**

After an initial assessment and meeting with your management and sales / customer service staff, we will design a bespoke CPD training programme to help develop the skills of your team so they become more productive, effective, efficient and successful within their roles.

Our SMART training workshops can either be booked as one off courses, or as part of an ongoing CPD training programme running one or two days per month over a duration of either three, six, nine or 12 months.

We work with small, medium and corporate businesses who work within the public and private sectors around the UK, which includes sports equipment manufacturers, service providers, distributors, leisure operators, sports national governing bodies (NGBs), county sports partnerships (CSPs), universities, colleges, schools, sports clubs, sports venues, conference centres and sports stadiums.

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"Nadeem from SMART Way Forward is a professional tutor who is self motivated and enthusiastic. His workshops are based on modern research and add value to the coaching world."

Matthew Johnson, Deputy Chief Executive, GreaterSport CSP

"At Mark Harrod Ltd we are always looking to develop our staff, along with our products, to ensure we can offer our customer the highest levels of quality and service. We appointed SMART Way Forward to deliver a series of bespoke management and customer service training workshops to help us exceed expectations in all areas of the business.

"The training has been extremely beneficial and we would have no hesitation in recommending SMART Way Forward to other organisations."

Mark Harrod, Managing Director, Mark Harrod Ltd

"We are delighted to have SMART Way Forward delivering a series of CPD coaching workshops to our coaches around the country. We are always looking to help our coaches develop their skills and knowledge so they can ensure their players are able to perform successfully at the highest level."

Mark Williams, Senior Regional Manager, England Squash & Racketball – East

About us

SMART Way Forward was founded in 2011 by Managing Director Nadeem Shaikh, to bring together his wealth of experience in sales, management and training, with his great passion and enthusiasm for sport.

A former track and road runner, competing at national and international level, Nadeem balanced top-level competition with carving out a highly successful business career; holding sales, senior management and directorship positions within companies including Disney, Reed Elsevier, Leisure Media and The Nichem Group.

He holds qualifications in leisure studies, retail, sales, marketing and distribution, together with a number of business diplomas – including a European Business Certificate in Business, Retail, Sales & Marketing.

After hanging up his competitive running shoes, Nadeem remained with Shaftesbury Barnet Harriers – the club he has been a member of for almost 30 years – becoming a fully qualified UKA Level 3 Performance Endurance Coach. He currently coaches several potential future Olympians and is an established coach on the National Coach Development Programme (NCDP) with England Athletics.

In 2000 Nadeem helped train Blue Peter presenter Simon Thomas to run the London Marathon and ran alongside him carrying a tv camera. His Blue Peter badge still sits proudly alongside his athletics trophies and memorabilia.

Nadeem is a former committee member for Shaftesbury Barnet Harriers and held the position of Coaching Secretary, as well as having overall responsibility for the promotion and organisation of road racing events. His duties within this role included recruiting and managing more than 80 volunteers for events within the London Marathon Portfolio, including the Virgin Money Giving London Marathon, Mini London Marathon, the Adidas Women's 5k Challenge, the Corporate City Race, the BUPA 10k and the London Lord Mayor's Mile Race. In November 2011, Nadeem was appointed Vice President of Shaftesbury Barnet Harriers in recognition of his achievements and contribution during his time with the club. He held this position for three years.

At the London 2012 Olympic and Paralympic Games, Nadeem was an official Olympics Games Maker Team Leader, managing teams of up to 45 marshals at events such as the men's, women's and Paralympic road cycling events and the men's and women's road marathons.

Very well respected and established within the UK sports industry, Nadeem and his team have built up an extensive list of contacts over the years, including those working at senior management level within local authorities, national sports governing bodies (NGBs), county sports partnerships (CSPs), leisure operators, sports clubs, universities, colleges and sports academies. They also have excellent working relationships with a variety of sports associations and government organisations.

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Shown below is just a small selection of the bespoke workshops we have delivered. Please contact us to learn more about how we can help you and your organisation

Sales Training & Customer Service

- Arrival, introduction and rapport building
- Business administration and organisation
- Business conversation skills
- Call research and preparation
- Effective cold calling
- Handling objections
- Negotiation and closing skills
- New business development
- Open and closed questioning
- Packaging and making offers
- Presentation and demonstration
- Proactive account management
- Telephone appointment making
- Territory and time management
- Understanding the marketplace
- Building sales confidence
- Assertive decision making
- Awareness of perception and professionalism
- How to stand out from your competitors
- Prioritising your database. Who, where and when?
- Understanding your company branding and USPs
- Taking innovative marketing to the next level
- What is in your sales portfolio?
- How to sell yourself effectively
- Delivering excellent customer service
- Exceeding customer expectations
- Managing projects effectively
- Educating customers through consultation
- Identifying customer behaviours
- Managing your workload
- Stress management at work

Management & Leadership

- Appraisals, reviews and personal development
- Building productive, reliable focused teams
- Communication skills (written and verbal)
- Delivering presentations and conducting meetings
- Developing effective interpersonal skills
- Effective advertising and marketing
- Recognising your management style
- Interviewing and recruitment skills
- Recruiting the right people for your team
- Effective leadership / management skills
- Managing individuals and teams effectively
- Observation and constructive feedback
- How to motivate your team consistently
- Office and field based training
- Organisational skills
- People management skills
- Praise, recognition and motivation
- Realistic forecasting and goal setting
- Conflict management
- Running effective team meetings
- Training the trainer
- Understanding and analysing KASH (Knowledge, Attitude, Skills and Habits)
- Creating a focused sales team
- Learning styles, personality types and body language

Motivation

- Commission schemes
- Helping you to arrange celebrity motivational speakers
- Identifying a successful, motivating bonus or reward scheme
- Introducing new job titles
- Motivational team talks and seminars
- Restructuring departments
- Reviewing job descriptions
- Rewards and recognition
- Performance reviews
- Personal Development Programmes (PDP)
- Positive Mental Attitude (PMA)
- Teambuilding exercises

Advertising & Marketing

- Conferences and seminars
- Strategic marketing
- Design and corporate image
- Email newsletters
- Event management and co-ordination
- Identifying effective marketing strategies
- Magazine advertising
- Mailshots
- Media advice
- Marketing research
- Online advertising campaigns
- Product launches and introductions
- Social media training and advice

Resource Management

- Budgeting resources, cost cutting and budget reduction
- Identifying the resources available
- Lean management implementation
- Managing company procedures
- Operational cost management
- Organising and implementing effective procedures
- People as a resource
- People management
- Reducing duplication within the workplace
- Time efficiency
- Managing your resources

CPD Coach Development for Sport

- Effective communication skills for coaches
- Effective personal management for coaches
- Effective presentation skills for coaches
- Observation and analysis when coaching
- Delivering constructive feedback
- Planning and prioritisation
- Monitoring and evaluation
- The basics of coaching effectively
- Training schedules, plans and periodisation
- The next steps for a career in sport following graduation
- Preparation and research
- The importance of volunteering and coaching
- Making a lasting impression
- Gaining valuable experience
- How to sell yourself to prospective employers
- CPD – knowledge with regular theory and practice

A selection of organisations SMART Way Forward has worked with either directly, during a training workshop or at one of our Business, Management, Leadership, Coaching or CPD training events:

Acti-Snack / Kestrel Foods
Active Surrey
Amateur Swimming Association (ASA)
Barnet Athletics Club
BCR Associates
Bentley Holland & Partners
Berkshire Sport
Better You UK Ltd
Bisham Abbey National Sports Centre
Bonar Yarns
Bounce Foods UK
British Athletics
British Cycling
British Triathlon
British Wrestling
Bucks New University
Bucks Sport
Clive's Collectables
Collstream Ltd
Cyberdog Ltd
DOHR Ltd
England Athletics
England Squash and Racketball
Essentii Ltd
Fitness Trails / Plan4sport
Greater Sport
Herts Sports Partnership
Hippo Leisure Ltd
JB Corrie & Co Ltd
Jordan Fitness
Lee Valley Athletics Centre
Lee Valley Regional Park Authority
Leicester Tigers RFC
Lilleshall National Sports Centre
London 2012 Games Makers
London Marathon Ltd
Loughborough University
Manuplas Ltd
Mark Harrod Ltd
Mepal Outdoor Centre
Middlesex University
Mizuno UK
North London Athletics Network
Nuneaton & Bedworth Leisure Trust
Performance – Vision
Plymouth University
Saracens RFC
ServeAce Tennis Practice Fencing
Shaftesbury Barnet Harriers
Sheffield Hallam University
Sports and Play Construction Association
Sports - Vision
Stevenage FC
Team Beds and Luton
The Snow Centre
Tiger Turf UK
UK Dodgeball Association
University of Birmingham
University of Hertfordshire
Vitabiotics Ltd
WASPS RFC
Watford FC
Youth Sport Trust

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