

 **TM**training&development



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increasing business through knowledge



The Company

TM training&development is part of the Thomas Morris group of companies which include Thomas Morris Chartered Surveyors, Thomas Morris Lettings and Property Management, Tiger Conveyancing, Partners Financial and of course, Thomas Morris Estate Agents.

TM training&development was formed in 2002 as a result of our Estate Agency winning the Cendant Cup, together with the accolade of Best Independent Agent in the UK. This success was built on the back of an intensive and continuous training programme designed to radically improve the skill base of the company. In the following years much of this experience and knowledge has been shared with our clients, leading to the development of one of the most widely respected training companies in the industry.

Success has continued with numerous national and regional awards including nomination for Employer of the Year in Cambridgeshire and The National PR and Marketing award from the Home Sale Network.

A pedigree of excellence and practical experience

The broad range of property related interests in the Thomas Morris Group provides an excellent information resource for assisting in the continued development of courses across a breadth of subjects.

As many of our clients have said " *It is so refreshing to be trained by trainers who are still practicing agents and salespeople, and certainly builds staff motivation and confidence to adopt the new ideas and standards in agency practice.* "

The Training Team



Julian O'Dell

Julian was the driving force behind the creation of **TM training&development** and has forged an envied reputation as an expert in developing top level skills in Estate Agency.

With 25 years of experience in Estate Agency as a front line practitioner and top quality trainer, Julian founded **TM training&development** as a division of Thomas Morris, the Estate Agency of which he has been a Partner since 2000.

Julian has worked with some of the leading Estate Agency firms in the UK and has proved that good training leads to quantifiable improvements in performance.



Peter Chapman

Peter became Director of **TM training&development** in 2007 as part of its continued expansion. He brings a wealth of experience in both Estate Agency and Management training.

Having worked with Corporate and Independent Agents and in the banking sector, both as a Training and Operational Manager, Peter eventually became MD of Chestertons the central London Agent specialising in high value Sales and Lettings.

"Courses have been developed that focus on practical 'real world' needs due in most part to Julian and Peter's continued involvement in operational Estate Agency".



Estate Agency Skills Courses

Introduction to Estate Agency

The programme has a practical focus in ensuring all staff fully understand their role, and are able to add value to the office in which they operate.

Selling More Property

This is a practical course which equips or reminds staff of the essential milestones of effective selling. Participants get the opportunity to learn or review the key skills that lead to success in sales.

Gaining Quality Instructions

The programme is focused on enabling valuers to 'stand out from the crowd'. The course is highly participative and of benefit to staff at all levels of experience and focuses on securing quality and quantity instructions.

Making More Financial Service Referrals

The course aims to dispel the mystery around generating Financial Services appointments by introducing participants to a simple clear process of referral. Participants have the opportunity to practice new techniques in a supportive environment.

Sales Development Courses

Selling in a Tougher Market

The course is focused on helping staff who are experiencing the challenges of creating business in a difficult sales environment. Particularly useful for staff who have not previously or recently experienced a market downturn.

Dare to be Different!

A course which compares individual experience with principles applied in top customer focused organisations and enables attendees to deliver exceptional customer service.

Maximising Business Opportunities

This is a unique and highly interactive training experience, designed to build on existing skills in order to secure more business from every opportunity.

Developing your role as a Lister / Valuer

A participative programme which introduces and develops advanced sales and communication skills.

Advanced Selling Skills

This course encourages staff to look objectively at their own skills and performance at a deeper level. It also focuses sales staff on the different communication preference of their clients.

Management Training Courses

Supervisory Management skills

The Course is designed to encourage staff to examine their own experience of being managed and apply lessons to planning their own management activities and priorities.

Building an Exceptional Sales Team

A challenging course that helps managers, directors and proprietors reflect on their own team's level of development, and the actions required to become 'exceptional'.

Coaching your Sales Team

The programme has a practical focus in ensuring all managers fully understand their role in coaching and appraising their staff, and how to develop staff skills.

Recruitment and Selection

The programme has a practical focus in ensuring all managers who recruit staff understand the benefits of a high quality recruitment process. The programme is highly interactive and involves key exercises to ensure learning and skills have been developed.

Mystery Shopping

TM training & development offers a high quality mystery shopping service, to measure current performance levels, identify training needs and assess the effectiveness of management in implementing company service standards.

All calls are recorded and a full report made of all calls made as well as a summary report.

All information is presented in a way which allows operational managers to use the results to give effective feedback and coach under-performing staff.

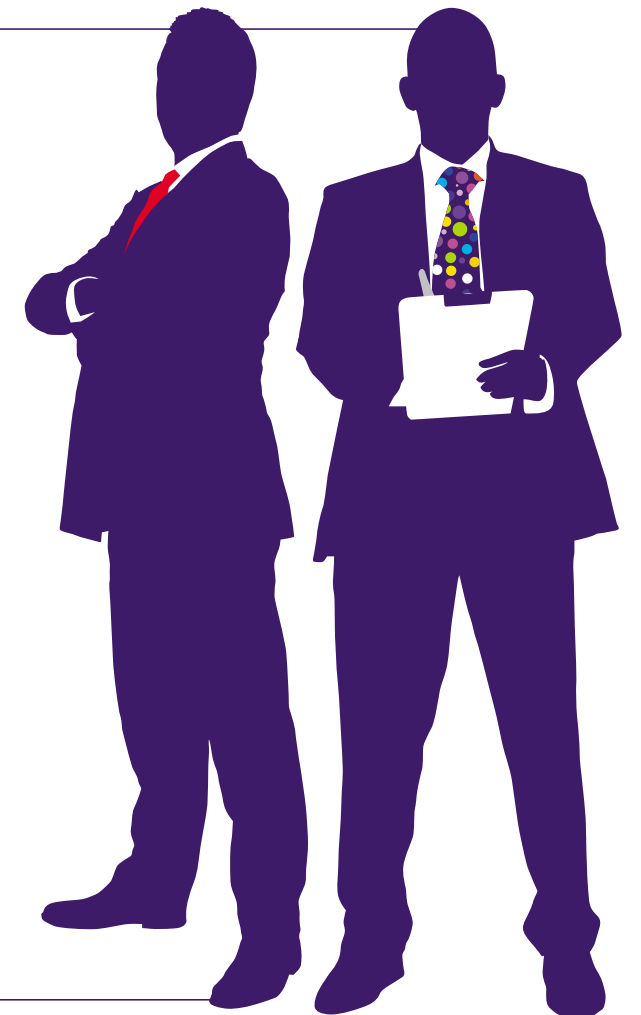
Senior Management Consultancy and Strategic Planning

With the benefit of our wide experience in the industry we are able to provide a consultancy service to senior managers in their Company Strategic Planning.

Our knowledge of industry 'best practice' and exceptional performance enable us to suggest practical measures to plan, monitor and improve company profitability and effectiveness. We also provide hands-on support in the writing and implementation of development plans.

Our courses address the challenges facing Estate Agents

- ✓ Creating a sense of Unity of Purpose
- ✓ Implementing/Creating a skilled Management Structure that allows the benefits of the multi agent approach but is not prohibitively expensive
- ✓ Making sure staff are flexible and transferable
- ✓ Ensuring all staff 'talk the same language'
- ✓ Keeping staff motivated and retaining staff
- ✓ Ensuring there is effective progression planning
- ✓ Dealing with under-performance or lack of skill
- ✓ The cost and effectiveness of training
- ✓ The ability to respond quickly to market conditions and support staff
- ✓ Having the time and resources to expand business and maintain the performance of the existing network
- ✓ Lack of specialist training resources





Open Courses

Open Courses provide the essential skills required by Estate Agency staff.

TM training&development provide regular Open Courses throughout the UK which are open to all interested companies and individuals. Details can be found at www.tmtraininganddevelopment.co.uk

'In House' courses

'In house' courses can either mirror the 'Open' courses we run, but are more financially advantageous and can be tailored to individual company needs. We will travel to run these courses at a venue of your choice ensuring convenience for attendees.

We also provide bespoke in-house courses to support specific Company training or operational needs i.e. when new branches are acquired etc.

Ongoing Company training support and consultancy

TM training&development also provides a complete training service including planned training programmes and support with agreed standards and events. This involves an agreed annual training plan providing on-going staff training from Induction to Management Development and constant consultancy as part of the package. This provides a far more strategic and consistent approach to integrating training into day to day performance management, and can be suitable for any company with more than 12 staff.

"TM training is filling a huge void in the Estate Agency industry for hands on, experience based training. We have significantly expanded the courses we are able to offer, both 'open' and 'bespoke' to try and satisfy this need."



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