

# The Bathroom Academy Prospectus



The Bathroom Academy  
in partnership with  
Strategic Professionals



## The Bathroom Academy in partnership with Strategic Professionals

The Bathroom Academy Prospectus contains the current portfolio, and is intended as an easy-to-use reference guide.

The Bathroom Academy courses are designed for anyone working or wanting to work in the bathroom industry – whether it's in manufacturing, distribution or installation – the Bathroom Academy is here to help.

The Bathroom Academy was created by members of the Bathroom Manufacturers Association, by experts drawn from leading world-class manufacturers. The quality of the information is guaranteed.

Exceptional product knowledge creates and nurtures customer confidence. All the learning material in the Bathroom Academy has been written to inform and educate. Every aspect of the bathroom industry is covered.

The Certificate in Bathroom Studies, an open learning programme of assessment, testing and certification.

### The BMA

The Bathroom Manufacturers Association which represents major manufacturers of bathroom products who trade in the UK has a powerful and influential voice and is regularly consulted by the press, Government Departments, Non Governmental Organisations and the Bathroom Industry as a whole. It is regarded as 'The Voice of the Bathroom Industry.'

### Academy Features

Created by the industry for the industry.

Experts from the many and varied parts of the bathroom industry have worked as a team to create The Bathroom Academy. They have used their combined experience to produce an eLearning programme for both new starters or people who have been in the industry for some time but would like to refresh their skills.

### Everything online

The Bathroom Academy is entirely web-based. Once you have signed up to the training modules you can study in your own time. Choose from the available modules to suit your own needs and study with the online workbooks and guides. Then comes the exam and passing that, again on line, leads you to gain a Bathroom Academy Merit. Find out more from the Academy administration on 01782 631691.

### Certificate in Bathroom Studies (CBS)

For those who can demonstrate their exceptional product knowledge of Bathroom Products. To do this, you must successfully undertake six Bathroom Academy Merits. The CBS is an open learning programme of assessment, testing and certification.

## Secure Login

The Bathroom Academy is designed to suit you, the individual, within a secure, on-line environment.

You need to sign up and login to start training using the eLearning modules. Your progress is logged automatically in the Academy system and only you can access your records.

## Secure Payments

The entire eLearning and certified training packages can be pre-paid, online, using secure payments systems including PAYPAL.

## Strategic Professionals

As qualified trainers Strategic Professionals understand that people gain skills in different ways. A college course isn't for everyone. Sometimes people need to discuss things in the context of their own work in order to gain a greater understanding.

Sharon Southcott BA (Hons), MSc, Cert Ed, ISMM Dip, CMI Dip, is a qualified marketer and management trainer. A former Product Manager and National Account Manager in the kitchen, bathroom and bedroom (kbb) sector she went on to become a Marketing and Management Lecturer and Assessor before combining her skills and returning to the sector as a Trainer and Mentor working with many blue chip companies. Sharon has worked with names such as Aqualux, B&Q, Bernstiens Kitchens, Imperial Bathrooms, Jacuzzi UK, Lecico plc, Utopia and Neoperl to name but a few. Sharon understands the specific needs of the kbb sector and as such is able to deliver tailored practical solutions.

For simplicity the different Business Skills courses run by Strategic Professionals in this prospectus are divided into colour coded sections:

-  Sales Courses
-  Marketing Courses
-  Management & Leadership Courses
-  Customer Service Courses
-  IT Courses

The Bathroom Academy offers courses which are:

- Online
- Run at the Bathroom Manufacturers Offices in the Midlands
- In-Company - Where our training partner will come to you

This brochure contains a summary of all these options along with pricing where applicable.

For more information on the Bathroom Academy please contact the team on 01782 631619 or email [training@bathroom-academy.co.uk](mailto:training@bathroom-academy.co.uk)



## Sales Courses

Essential Selling Skills  
Principles of Key Account Management  
Sales Management



## Marketing Courses

Managing the Marketing Mix  
Measuring Marketing Effectiveness  
Marketing Planning  
Marketing for the Non-Marketeer



## Management & Leadership Courses

Introduction to First Line Management  
Motivating Teams  
Effective Change Management  
Introduction to Team Leading  
Presentation Skills  
Knowledge Management  
Managing Your Time  
Strategic Management & Leadership  
Communicating for Success



## Customer Service Courses

Excellent Customer Service  
Identifying Sales Opportunities



## IT Courses

Excel - The Basic Excel 2007 & 2010  
Excel - Beyond the Basic Excel 2007 & 2010  
Excel - Above and Beyond Excel 2007 & 2010



# Sales Courses

*'Sharon has certainly exceeded my expectations in fully engaging our employees in a training environment and understanding each person's individual needs whilst meeting the agreed learning outcomes required to meet our specific business training objectives. 'A very approachable, friendly and professional trainer'.*

*Adele Chambers – HR Manager, EH Smith (Builders Merchants) Ltd.*

## **Student focussed courses led by qualified tutors.**

Are you looking to improve your sales performance? Our sales courses are focused on providing you with the skills, techniques and behaviours that will have a real impact on your sales results.

The tutor has previously worked in sales, and in a key account management role in the bathroom sector, and holds an Institute of Sales and Marketing Management Diploma in Key Account Management. Before joining Strategic Professionals she taught sales management to sales professionals at a variety of colleges and universities as well as for private training providers.

She currently supports organisations in the bathroom sector in the development of their sales people.



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# Essential Selling Skills

## Overview of Course

This interactive workshop is suitable for those new to sales or those who need to step back to basics and refocus their efforts.

## Duration

2 Days

## Benefit to Organisation

- Increase sales
- Motivate sales people
- Improve customer relationships
- Improve sales professionalism

## Course Content

- Skills and qualities of the effective sales person
- Communication skills for successful selling
- Sales preparation
- Managing your time effectively
- Building rapport
- Need/problem identification
- Presenting your products
- Principles of marketing for sales people
- Negotiation and handling objections
- Closing the sale

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Principles of Key Account Management

## Overview of Course

This interactive workshop will give account managers greater confidence in using strategic planning in connection with their key accounts, become more proficient in creating account longevity and develop mutually beneficial and profitable relationships.

## Duration

1 Day

## Benefit to Organisation

- Improve allocation of resources
- Increase customer satisfaction
- Improve customer lifetime value
- Enable account managers to strategically develop account relationships

## Course Content

- The role of the Key Account Manager
- Benefits of KAM
- Components of Key Account Management
- The KAM process
- Stages of account management
- Key Account selection
- The Key Account team
- The account manager as a marketer

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Sales Management

## Overview of Course

This interactive workshop is suitable for those managing a sales team. It looks at the principles of sales force management and how to improve sales performance.

## Duration

2 Days

## Benefit to Organisation

- Improve sales professionalism
- Improve sales performance
- Motivate the sales team
- Improve sales force management

## Course Content

- Building the trust and respect of the sales team
- The role of a successful Sales manager
- Setting goals and objectives
- Running successful sales meetings
- Motivating the team
- Coaching skills
- Managing conflict
- Using management styles to improve productivity

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.



# Marketing Courses

*'Having recently studied for a Chartered Institute of Marketing qualification, on top of a full time job I did worry initially on how I would manage this. However as soon as I met Sharon and realised her personable and approachable work ethic this soon put me at ease. Sharon is one of the most informative, yet inspiring trainers I have come across in recent years, always willing to help guide or clarify any queries you may have. I am happy to say that through Sharon's continuous support and encouragement I successfully completed my professional qualification and would not hesitate to recommend Sharon to colleagues or peers in the near future.'*

*Grace Mills*

*Marketing and Communications Manager, Aston University*

## Student focussed courses led by qualified tutors

**'The aim of marketing is to make selling superfluous' – Peter Drucker**

The courses offered through the Bathroom Academy are contextualised to the industry, with the level of knowledge required to support the National Marketing Standards set out by the CIM.

These non-accredited courses are a good refresher or introduction to a topic without the associated assignment or college attendance.

The tutor has previous experience in a marketing role in the bathroom sector and holds an MSc in Marketing Management. Before joining Strategic Professionals she was a Course Leader and Tutor for Chartered Institute of Marketing (CIM) courses at various colleges and universities and received several commendations from CIM for the results achieved by her students.

Confidentiality is of paramount importance for these topics and as such activities will be of a more general nature and no one will be asked to share details of plans.

Follow up support is available on an individual basis if required.



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# Managing the Marketing Mix

## Overview of Course

This workshop introduces the operational aspects of marketing through analysis of the design and implementation of the marketing mix. It provides tools and techniques in order to deliver customer value whilst achieving marketing objectives. It is suitable for anyone involved in marketing decision making.

## Duration

1 Day

## Benefit to Organisation

- Improves competitive advantage opportunity
- Improves customer satisfaction
- Help with budgeting and resource planning

## Course Content

- The role and purpose of marketing in an organisation
- The importance of market segmentation, targeting and positioning
- Using the marketing mix to deliver value in the KBB sector

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Measuring Marketing Effectiveness

## Overview of Course

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This workshop describes the performance outcomes, skills and knowledge required to measure the effectiveness of marketing activity using a range of marketing metrics.

## Duration

1 Day

## Benefit to Organisation

- Evaluates marketing activity
- Sets objectives for measuring market effectiveness, e.g. cost effectiveness, advertising spend value for money etc.
- Designs a strategy to measure marketing effectiveness on an ongoing basis
- Teaches how to implement this strategy, allowing for monitoring to confirm effectiveness and make recommendations for adjustments where necessary
- Helps calculate ROI and other metrics

## Course Content

- The role of marketing metrics
- The major areas of marketing metrics
- Designing criteria for the effectiveness of marketing
- Using metrics to measure the effectiveness of marketing
- Preparing marketing dashboards

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

\*This course is also available as a one to one on site at your premises

# Marketing Planning

## Overview of Course

This workshop helps candidates understand the role of marketing and the organisation's current market position, and guides them in how to construct a strategic marketing plan. It is suitable for anyone involved in strategic marketing decision making.

## Duration

1 Day

## Benefit to Organisation

- Provides a structured planning framework
- Helps resource planning
- Provides a clear picture of the environment, opportunities and threats
- Encourages structured marketing planning

## Course Content

- Understand the role of marketing in achievement of organisational objectives
- The marketing audit
- PESTEL analysis
- Porters 5 force analysis
- Guide to constructing a marketing plan
- Objectives
- Strategies
- Tactics
- Implementation
- Control
- Measurement

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

\*This course is also available as a one to one on site at your premises

# Marketing for the Non-Marketeer

## Overview of Course

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This interactive workshop will give non-marketeers the tools necessary to understand all aspects of the marketing function and to deal effectively with its integration with other organisational forces. This course is suitable for managers who interact with the marketing function.

## Duration

1 Day

## Benefit to Organisation

- Helps develop brand advocates
- Can improve customer satisfaction
- Improves cross functional working
- Greater effectiveness of implementation of marketing plan and activities
- Improves service quality

## Course Content

- The role of marketing in the organisation
- Achieving shared goals and objectives
- Principles of marketing

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.



# Management & Leadership Courses

*'I have worked with Sharon and Strategic Professionals for a number of years and on a number of different projects. Each project has been key to our company's strategic development and progress. Being able to utilise expertise in a flexible way has enabled us to move forward in commercially compressed market conditions. Strategic Professionals have added value to our business and will continue to help us deliver our forward vision.'*

*Graham Bucktrout, Managing Director, Lecico Plc*

## Student focussed courses led by qualified tutors

*'Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young' – Henry Ford*

Management training helps you improve efficiency and maximise your resources. Strategic Professionals tutors have experience in senior management roles and hold appropriate Masters degrees. Members of the Chartered Management Institute, the tutors are approved trainers in Management and Leadership subjects from team leader to strategic levels.

Before joining Strategic Professionals the tutors have taught management and leadership to a wide variety of students at colleges, universities and other organisations. Their current roles require them to work closely with organisations to support their management development programmes.

In addition to short courses they are able to offer CMI qualifications. These qualifications are delivered via blended learning whereby students attend a workshop each month and are supported by workbook, email and Skype.



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# Introduction to First Line Management

## Overview of Course

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This interactive workshop aims to give new supervisors and first line managers an overview of the people management skills required to manage their teams.

## Duration

1 Day

## Benefit to Organisation

- Gives middle managers the basic principles of management in order to improve operational efficiency
- Improves professional standards of managers
- Improves confidence of new and supervisory level managers

## Course Content

- The role of the first line manager
- Skills and knowledge required of the first line manager
- Identifying the first line manager's immediate stakeholders and their needs
- Understanding the need to develop and maintain working relationships
- Managing team performance

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Motivating Teams

## Overview of Course

This interactive workshop looks at the principles of building motivated teams and some practical tools that can be applied in the workplace. It is suitable for anyone who is responsible for managing and developing people.

## Duration

1 Day

## Benefit to Organisation

- Improves performance of individuals and teams
- Improves relationships between Managers and their team
- Improves morale
- Improves efficiencies

## Course Content

- Characteristics of effective teams
- Advantages of team work
- Building a winning team
- Barriers to effective team work
- Stages in team development
- Motivation theory
- Motivating teams and individuals

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Effective Change Management

## Overview of Course

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This interactive workshop helps managers at all levels best understand the basic principles of implementing change in an organisation.

## Duration

1 Day

## Benefit to Organisation

- Transform resistance to change, which requires great effort to “push-in” changes, to a highly motivated situation that will “pull-in” changes for improvements, without even the need for “selling” ideas to create the “buy-in”
- Utilise strategic ‘systems thinking’ to enable your team to work together more effectively
- Change people’s behaviour by changing their perception of their job
- Measure performance in a way that will focus the whole organisation on maximising value
- Successfully deal with ‘problem people’

## Course Content

- Managing change
- Forces for change
- Management and organisational behaviour
- Behaviour modification
- Stages in a planned change
- Organisational resistance
- Human and social factors to change
- Culture change
- Management responsibilities
- Implementing change

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Introduction to Team Leading

## Overview of Course

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This interactive workshop helps new team leaders develop the basic skills required to successfully lead a team.

## Duration

1 Day

## Benefit to Organisation

- Helps the team leader get the best from their team and professionalise their approach
- Provides team leaders with development opportunity and recognition
- Improves communication

## Course Content

- The role of the Team Leader
- The organisational requirements of the Team Leader
- The Team Leader's responsibilities (discrimination, diversity, welfare)
- Setting and communicating objectives
- Briefing the team
- Leadership styles
- Building the team

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate

# Presentation Skills

## Overview of Course

Presentation skills are fast becoming key to many roles. This interactive workshop offers simple, easy to practise tools to help you cope with nerves, get your message across memorably, structure your material for the best impact and present to audiences of varied sizes.

## Duration

1 Day

## Benefit to Organisation

- Improves presenter confidence
- Improves professionalism
- Improves communication

## Course Content

- Planning and designing presentations
- Understanding your audience
- Practising a whole range of techniques
- Hints and tips for effective presentation
- Presenting with style, flair and presence
- Using support materials
- Enlivening your presentation
- Maintaining confidence and handling nerves
- Dealing with questions

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Knowledge Management

## Overview of Course

This interactive workshop looks at approaches to knowledge management and the ways in which it can continue to evolve to help address increasingly complex business challenges. Attendees will be provided with an introduction to the concepts and practice of knowledge management, and equipped with ideas and practical approaches to implement it in their organisations.

## Duration

1 Day

## Benefit to Organisation

- Retains knowledge lost from staff turnover
- Key driver of new knowledge and ideas
- Boosts the innovation process

## Course Content

- The relationship between data, information, knowledge and wisdom
- Identifying knowledge assets
- Capturing and managing knowledge
- Knowledge sharing techniques
- Knowledge retention techniques

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Managing Your Time

## Overview of Course

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This interactive workshop helps you assess your time management skills, and provides you with tools and techniques to improve your performance and manage stress in the workplace.

## Duration

1 Day

## Benefit to Organisation

- Improves staff performance
- Increases efficiency
- Reduces stress

## Course Content

- What is time management?
- Individual time management assessment
- Prioritising systems
- Organising yourself
- Managing time thieves
- Delegation skills
- Planning meetings
- Managing stress

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Strategic Management & Leadership

## Overview of Course

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This interactive workshop is suitable for middle or senior managers. It builds on management and leadership experience and introduces management techniques and models that can be used for strategic management and decision making.

## Duration

2 Days

## Benefit to Organisation

- Introduces management and leadership models for improved decision making
- Improves professional standards of managers and leaders
- Encourages innovative strategic thinking

## Course Content

- Managing organisational culture
- The role of a strategic leader
- Managerial decision making
- Personal development as a strategic leader
- Leadership and management techniques for growth
- Setting and communicating goals and objectives

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

## Overview of Course

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This interactive workshop looks at the principles of communication and some practical tools that can be applied in the workplace.

## Duration

1 Day

## Benefit to Organisation

- Reduces conflict and stress
- Improves performance of individuals
- Improves relationships
- Reduces mistakes
- Saves cost
- Increases customer satisfaction

## Course Content

- Communication methods
- Listening skills
- Verbal skills
- Questioning skills
- Writing for results
- Business emails
- Letter writing
- Report writing
- Briefing papers
- The importance of body language
- Building rapport

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.



# Customer Service Courses

*'Sharon's extensive experience within the KBB sector gives her the ability to tailor this training to suit our needs, giving us greater control and flexibility. Sharon has a professional and friendly approach, spiced with a good sense of humour. She creates a positive and effective atmosphere in which to learn, inspiring confidence with her motivation and unlocking individual potential.'*

*Lisa Douglas, Customer Services Manager Neoperl UK Ltd.*

## Learner focussed courses led by qualified tutors

*'Your most unhappy customers are your greatest source of learning' – Bill Gates*

Our Customer Service courses are designed to improve both internal and external customer relationships.

The customers' perception of the organisation is often formed when they contact your internal teams. As such excellent customer service can be a source of great competitive advantage.

The tutor is experienced in a customer service role in the bathroom sector and holds qualifications in customer service. An NVQ Customer Service Assessor, the tutor has worked with students from a wide variety of industries.

The workshops draw on best practice from various sectors yet all examples are contextualised to the bathroom industry.



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# Excellent Customer Service

## Overview of Course

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This interactive workshop helps you consider and meet your customers' expectations and deliver exceptional service. It also empowers participants to provide effective solutions to customer issues, when they arise. This workshop is suitable for anyone communicating with internal or external customers.

## Duration

1 Day

## Benefit to Organisation

- Improves image of company to external customers
- Improves interdepartmental working
- Boosts customer satisfaction

## Course Content

- The customer orientated organisation
- Customer care
- Who are your customers
- Communication skills
- Dealing with difficult situations
- Setting service standards

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

# Identifying Sales Opportunities

## Overview of Course

Would you like your customer service teams to be more proactive and explore opportunities?  
This interactive workshop is designed to encourage your support teams to explore opportunities whilst building rapport.

## Duration

1 Day

## Benefit to Organisation

- Increases sales opportunities
- Provides more flexible resource
- Boosts customer satisfaction
- Empowers customer support staff

## Course Content

- Identifying customer needs
- Questioning skills
- Listening skills
- Handling objections
- Verbal communication skills

## Course Details

All delegates will receive a comprehensive workbook to refer to during the course, together with a Course Attendance Certificate.

Year	01.01.2007		01.01.2008		01.01.2009	
less than 30 days	2,521	14,7	2,341	30	5,611	40,3
from 31 till 60 days	455	6,2	895	12	1,876	13,5
from 61 till 90 days	1,025	14	1,003	13	202	1,5
more 90 days	3,290	45,1	3,560	46	6,208	44,7
Total	5,600	100	7,790	100	13,897	100
					9,681	100
					12,9	6,2
					13,89	



# IT Courses

*'Very interesting and insightful course with a very approachable Tutor.'*

*West and South Yorkshire & Bassetlaw CSU*

## **Student focussed courses led by qualified tutors**

*'I did then what I knew how to do. Now that I know better, I do better' – Maya Angelou*

The tutors are highly skilled, experienced and knowledgeable IT trainers working with both public and private sector organisations. All workshops are designed with a course manual and delegates are taken through the packages step by step.



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# Excel - The Basics Excel 2007 & 2010

## Target Audience

Aimed at new users of Excel or users who want to 'fill in the gaps', this will give delegates the rudiments with topics at Introduction to Intermediate levels. Delegates will gain a good understanding of how to create, layout and manage spread- sheets incorporating the use of formulae, using absolute cell reference and links across sheets and workbooks.

## Delegate Pre-Requisites

No prior knowledge of Excel is required.

## Course Duration

1 Day

## Course Details

Courses commence at 9:30 a.m. through to 4:30 p.m.

A laptop computer is provided for each delegate attending on this packed programme to try out the tips and techniques demonstrated. All delegates will receive comprehensive Training Courseware to refer to during the course, together with a Course Attendance Certificate.

## The Content

- Excel Workplace
- Customising Quick Access Toolbar
- Customising Ribbons (2010 Only)
- Customising Status Bar
- Using Auto Calculate
- Data Editing
- Adding/Editing Data
- Using Autofill Techniques
- Auto Complete
- Adding Comments
- Saving Options, File Formats & Compatibility Mode
- Getting Around & Data Selection
- Moving Around A Worksheet
- Quick Tips For Selecting Areas
- Moving & Copying
- Using Smart Tags
- Using The Clipboard
- Formatting Your Sheet
- Adding/Removing/Resizing Columns & Rows
- Manipulating Multiple Columns & Rows
- Changing Font & Attributes With Live Preview
- Format Painter
- Alignment Icons
- Cell Orientation
- Indent Icons
- Wrapping Text And Forcing A New Line
- Merging Cells Or Centering Across Selection
- Borders And Shading
- Format Painter
- Using Auto Correct
- Quick Formatting Using Tables & Styles
- Using Formulae
- Adding Operator Icons To Quick Access Toolbar
- Building Formulae—Tips & Tricks & Bodmas
- Workshop Session With Lots Of Formulae Building Exercises
- Autosum/Average/Maximum/Minimum
- Introduction To Named Ranges In Formulae
- Working With Percentages
- Working With Dates
- Relative Cell Referencing And Autofill
- Linking Formulae Across Worksheet & Workbooks
- Editing Links
- Using Absolute Cell References
- Formulae Auditing
- Moving & Copying Options With Formulae
- Converting A Formula To A Value Using The New Icons
- Numeric Formatting
- Using The Icons
- The Menu Options
- Working With Dates
- Creating A Custom Format
- Sorting & Filtering
- Introduction To Filters
- Single Level Sorting
- Introduction To Conditional Formatting
- Using Conditional Formatting To Quickly Highlight Data Based On The Conditions You Specify!

# Excel - Beyond the Basics Excel 2007 & 2010

## Target Audience

Aimed at regular users of Excel, this one day event will look at a wide range of features, functions and tricks to help you manage large and complex workloads, be more productive and save time.

## Delegate Pre-Requisites

All delegates should have a sound knowledge of building formulae using operators and functions together with the use of range names. Delegates should be able to use absolute and relative referencing and be familiar with autofill techniques together with linking formulae across worksheets and workbooks

## Course Duration

1 Day

## Course Details

Courses commence at 9:30 a.m. through to 4:30 p.m.

A laptop computer is provided for each delegate attending on this packed programme to try out the tips and techniques demonstrated. All delegates will receive comprehensive Training Courseware to refer to during the course, together with a Course Attendance Certificate.

## The Content

- Using Range Names
- Using Data Consolidation
- Tables
- The New Table Design Tools
- Sorting & Filtering
- Calculated Columns
- Removing Duplicates
- Converting To A Range Sub Totalling & Outlining
- The Functions Available
- Multiple Sub-Totals
- Using The Outline Feature
- Sorting & Filtering In 2007 & 2010
- The New Filtering Tools
- Date Filters
- Colour Filters
- Icon Filters
- Using Custom Filter
- Sorting Data Using Custom Lists
- Pivot Tables
- The New Pivot Table Design Tools
- Changing The Structure
- Filtering In Pivot Tables
- Subgroups
- Multiple Values
- Using Custom Calculations
- Calculated Fields
- Subtotals & Grand Totals
- Pivot Table Styles & Report Layouts
- Seeing The Details Using Drill Down
- Using The New Slicer Tool In Excel 2010
- Report Filter Pages
- Using Multiple Consolidation Ranges
- Creating A Macro To Quickly Create A Pivottable
- Creating A Pivot Chart
- Why Use Pivot Chart?
- Pivoting Your Chart & The Charting Tools
- Using The New Spark Lines Feature In Excel 2010
- Conditional Formatting
- An Introduction To Conditional Formatting
- Advanced Filters
- Why Advanced Filters?
- Filtering In Place
- Moving Results To A New Location
- Using Unique Records Option
- Standardising Workbooks
- Data Validation
- Protecting Areas Of A Worksheet
- Lookups
- Using Lookup, Vlookup And Hlookup
- Using Match And Offset
- Why Use Match And Offset?
- Logical Functions
- If And Nested If Statements
- Sumif
- Countif
- Using And, Or And Not Macros
- An Introduction To Macros
- Recording A Macro
- Assigning Macros To The Quick Access Toolbar
- Viewing The Vba Code
- Visual Basic

# Excel - Above & Beyond the Basics Excel 2007 & 2010

## Target Audience

Aimed at high level users of Excel, this one day event will look at more advanced features. The session will include techniques for nesting formulae using a variety of functions and with a workshop feel to the session, allowing delegates to experiment with their particular needs as well as exploring more features in Conditional Formatting and What-If analysis tools, combined with managing workbooks more effectively.

## Delegate Pre-Requisites

Aimed at delegates with a high level of experience using Excel, preferably having attended the Beyond the Basics course. All delegates should have a sound knowledge of building formulae using various functions but who require to further their skills by using more complex formulae building.

## Course Duration

1 Day

## Course Details

Courses commence at 9:30 a.m. through to 4:30 p.m.

A laptop computer is provided for each delegate attending on this packed programme to try out the tips and techniques demonstrated. All delegates will receive comprehensive Training Courseware to refer to during the course, together with a Course Attendance Certificate

## The Content

- Nesting Functions
- Tips And Tricks When Nesting Functions
- Understanding Nesting In More Detail Using A Variety Of Functions
- Combining If's With Vlookup
- Nesting Match And Index Functions
- Nesting If Error
- Nesting Text Functions Left, Right, Mid
- Proper, Find, Search
- Nesting Workshop
- Using Array Formulae
- Why Use Array Formulae? Using String Functions
- Text To Columns
- Database Functions
- Using Dsum, Dmax And Dmin
- Daverage
- Dcount
- Dproduct
- Using Sumproduct
- Why Use Sumproduct ?
- Using Sumproduct Instead Of Sumif
- How To Use The Sumproduct With Or As Well As And Logic
- Count With Multiple Criterion
- Average With Multiple Criterion
- Offset Function
- Creating The Offset Formula
- Creating The Combo Box
- Using Concatenate
- Insert A Chart & Linking The Title To The Concatenate Formula
- Dependent Data Validation
- Conditional Formatting
- Exploring All Features
- Using Rules
- Using Formulae In Conditional Formatting To Fully Utilise This Feature
- Auditing Worksheets
- Evaluating Formulae
- Using Scenarios
- Creating & Managing Scenarios
- Creating A Summary Report
- Using Goal Seek
- What Is Goal Seek?
- Using Goal Seek To Achieve Your Target
- Using Goal Seek With Complex Equations
- Using Solver
- What Is Solver?
- Defining A Problem In Solver
- Using Solver Tool To Get The Best Results
- Data Tables In Excel
- Useful Date & Time Functions
- Using A Variety Of Date Functions Including Networkdays, Workday
- Working With Time In Formulae
- Using Elapsed Time
- The Int Function
- Sharing Workbooks
- Inserting Comments
- Tracking Changes
- Understanding The Change Log
- Highlighting Changes
- Accepting And Rejecting Changes
- Sharing A Workbook
- Opening A Shared Workbook
- Saving Changes To A Shared Workbook
- Resolving Conflicts

# Course Pricing

## Bathroom Academy Courses - On Line Training

BMA Members - **£25** per module and **£125** for 6 courses  
Non BMA Members - **£40** per module and **£200** for 6 courses

## Business Skills Courses

### 1 day courses

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#### Location

Bathroom Manufacturers Association, Innovation Centre 1, Keele University Science & Business Park, Keele, Newcastle-under-Lyme, Staffordshire. ST5 5NB

All course materials, lunch and refreshments are included.

Bathroom Manufacturers Association Members - **£160** plus vat per person  
Non Members - **£200** plus vat per person

#### Course Timings

9:30 – 16:00 - Unless otherwise specified

### 2 day courses

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#### Location

Bathroom Manufacturers Association, Innovation Centre 1, Keele University Science & Business Park, Keele, Newcastle-under-Lyme, Staffordshire. ST5 5NB

All course materials, lunch and refreshments are included.

Bathroom Manufacturers Association Members - **£160** plus vat per person per day  
Non Members - **£200** plus vat per person per day

#### Course Timings

9:30 – 16:00 Day 1

9:00 – 16:00 Day 2

#### On site courses

If you have a minimum of 6 and maximum of 10 delegates we are able to deliver any of the courses on site at your premises and contextualise examples to your specific needs. Costs are dependent on location.

Please contact the Bathroom Academy on 01782 631619 or email [info@bathroom-academy.org.uk](mailto:info@bathroom-academy.org.uk)

# Enquiry Form

Once complete please return to [info@bathroom-academy.co.uk](mailto:info@bathroom-academy.co.uk)

Name: \_\_\_\_\_  
Position: \_\_\_\_\_  
Company: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Number of Attendees:

## Courses you may be interested in

### Bathroom Specific Courses

Certificate in Bathroom Studies

Principles of Bathroom Design

### Sales Courses

Essential Selling Skills

Principles of Key Account Management

Sales Management

### Marketing Courses

Managing the Marketing Mix

Measuring Marketing Effectiveness

Marketing Planning

Marketing for the Non-Marketeer

### Customer Service Courses

Excellent Customer Service

Identifying Sales Opportunities

### Management & Leadership Courses

Introduction to First Line Management

Motivating Teams

Effective Change Management

Introduction to Team Leading

Presentation Skills

Knowledge Management

Managing Your Time

Strategic Management & Leadership

Communicating for Success

### IT Courses

Excel - The Basic Excel 2007 & 2010

Excel - Beyond the Basic Excel 2007 & 2010

Excel - Above and Beyond Excel 2007 & 2010

Additional Information:

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