



GIMA Knowledge Exchange: Three one-day interactive workshops focused on skill building

This autumn, the GIMA Knowledge Exchange Programme will feature three one-day interactive workshops designed to build skills across management and sales platforms.

Created in association with Cedar Associates, leaders in business management courses, the three workshops are open to all sales and management personnel, and are designed to optimise working relationships via improved key account management and negotiation skills. As the day to day pressures of work take their toll, this trio of workshops are designed to help attendees to focus on the key aspects of their role, improving efficiencies, team morale and creating a wider sense of ownership through all aspects of their day-to-day operations.

The first workshop entitled '[Leading & Managing a Team](#)' (20th September) will focus on the ways that managers can improve staff morale, understand the dynamics of the teams they work in, and finally analyse their strengths and weaknesses. Topics up for discussion will include delegation, leaderships styles, coaching staff and motivation to name but a few.

The second workshop (11th October) '[Negotiation Skills](#)', will help attendees to understand the difference between traditional 'positional negotiation' and collaborative negotiation. The session will also offer top tips regarding the diverse ways that buyers and sales staff can develop their own negotiation aims and use strategies to achieve their goals, whilst also highlighting communication skills designed to gather information, explore ideas, and remain assertive in challenging situations.

The final workshop, '[Key Account Management](#)' (22nd November) will look at ways that delegates can differentiate between 'Account Management' and 'Key or Strategic Account Management'. The workshop will encourage attendees to utilise a range of skills to maintain and develop relationships with customers to expand the revenue and worth of the accounts they manage, whilst also focussing on ways to retain and defend the accounts from competitors.

Each of the interactive workshops will take place at Horticulture House, Chilton, Didcot, Oxfordshire, OX11 0RM. Open to both members and non-members, GIMA is urging interested parties to secure their place now as space is limited. Bookings can be made for individual workshops, or as a suite of three days.

Vicky Nuttall, GIMA director said: "From refreshing existing knowledge, to creating a strong basis to start your career in management, the autumn programme of workshops will offer real and tangible advice that can be immediately put into action in the workplace. Our thanks go to Cedar Associates for their continued support, and for sharing their expertise once again."

Further information about GIMA Knowledge Exchange workshops can be found at www.gima.org.uk.