



Dear Sirs

07 August 2009

### **....From Strategy to Action....**

2 Days Residential Workshop

#### **Objectives and Method**

Distributors wishing to be successful in the ever-changing Garage Equipment Market can no longer afford to view 'change' as a periodic activity, rather it must be a continuous process embedded into the culture of your organisation.

This intensive and dynamic residential workshop offers a unique opportunity for your company to build upon your current position. The content has been carefully designed to deliver short, sharp solutions to the delegate's needs and problems and turning effective knowledge into sales.

You will find below the Workshop agenda and the fact it is a residential programme so, maximising time in the evening to reflect and discuss. All costs include hotel accommodation and meals.

#### **Who will Benefit?**

MD's, managers, sales personnel, internal sales coordinators, customer services, technical support; any member of staff involved directly or indirectly in Garage Equipment.

Workshop Availability 2009

16-17 September – sold out

14-15 October – sold out

11-12 November

Maximum number of delegates 10

A Booking Form is below for your convenience

This Workshop will provide key people within your business all they need to know from the leaders in Garage Equipment Industry and how your business will be much better placed to capitalise on the opportunities as they present themselves and close off the sale. No more of those dreadful "oo-er misses" lost to the competition.

Why not make this the best decision to grow your business this year!

Yours sincerely

NAME



<b>Sales</b>	Tel +44 (0)118 929 6811 Fax +44 (0)118 966 4369
<b>Service</b>	Tel +44 (0)118 966 9124 Fax +44 (0)118 926 0570
<b>Reception</b>	Tel. +44 (0)118 966 9121

Reg. No: 4312415 England  
Reg. Office 48 Sutton Business Park  
Reading RG6 1AZ  
[www.snaponequipmentltd.co.uk](http://www.snaponequipmentltd.co.uk)



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**2 DAY DISTRIBUTOR TRAINING WORKSHOP****DAY 1**

10.00 – Welcome

- Health & Safety
- Introduction & outline of the programme
- Questionnaire
- Tour of the facility

10.50 – Break

11.00 – Tyre Changers (including full hands on)

12.30 – Lunch

13.00 – Wheel Balancers (including full hands on)

14.45 – Break

15.00 – MoT / ATL's

17.00 – Summary &amp; close

**DAY 2**

09.00 – Alignment (including full hands on)

10.30 – Break

10.45 – Alignment (part 2)

12.30 – Lunch

13.00 – Blackhawk

13.30 – After sales

13.45 – Sales &amp; Marketing

- Web-site
- POS / Templates
- Promotions (National & bespoke)
- Advertising /PR

15.15 – Break

15.30 – Questionnaire / Feedback Form / Delegates Folder / Certificate

16.00 – Summary &amp; close



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**Snap-on Equipment Ltd.**

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## BOOKING AND GENERAL INFORMATION

For further information, course availability or to place a booking, please contact Lorraine Lewis on:

Telephone; 0118 929 6850

Fax; 0118 966 0046

Email; [Lorraine.lewis@snapon.com](mailto:Lorraine.lewis@snapon.com)

Confirm by fax, email (scanned copy), letter to the address on this letter and include the reservation form below.

### The Package

Fee: £195.00 + VAT

The fees for the 2 days residential workshop are all INCLUSIVE of accommodation, meals and course support material. The only extras delegates are asked to settle before departure are their own personal purchases.

### Terms of Business

The course fee MUST be paid no later than 21 days before the start of the workshop otherwise we reserve the right to re-allocate the course place to another delegate. No refunds can be given for cancellation or non attendance if notice is received less than 21 days before the start of the workshop. Although substitute delegates are always welcome.

VAT is added to all course fees. A VAT invoice will be rendered. Joining instructions for your delegate will be forwarded approximately 2 weeks prior to the workshop.

We reserve the right to cancel a workshop at any time. In this event you will be offered an alternative date on which to attend the workshop. If an alternative date cannot be agreed the course fee paid will be refunded. For further information please ask for a copy of Snap on Equipment's Terms & Conditions.

**Following a process of continuous product development, Snap on Equipment reserve the right to alter any of the workshop content without prior notice.**

### **Reservation Form**

Please register the delegate(s) named below for Snap on Equipment's 2 Days Residential Workshop

Workshop Date: \_\_\_\_\_

Location: READING \_\_\_\_\_

Delegate(s) Name(s): (in full) \_\_\_\_\_

\_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_ Telephone: \_\_\_\_\_

Name of Authorising Person: \_\_\_\_\_

Position: \_\_\_\_\_ Signature: \_\_\_\_\_



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