



INSTITUTE  
OF THE MOTOR  
INDUSTRY

# IMI PROFESSIONAL DEVELOPMENT COURSE GUIDE

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## 2015/16

*A portfolio of training and  
development courses, specifically  
designed for the automotive industry*





Some of our courses are delivered here at Fanshaws, the IMI's headquarters in Brickendon, near Hertford, UK.

Check the 'Venue' section at the footer of each course for information.

Other courses can be delivered in-house and tailored to your needs. Please contact us to discuss how we can provide courses to suit your requirements.

Call: **+44 (0) 1992 519025**

Email: **[cpd@theimi.org.uk](mailto:cpd@theimi.org.uk)**

**[www.theimi.org.uk](http://www.theimi.org.uk)**

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# WELCOME TO THE IMI'S PROFESSIONAL DEVELOPMENT COURSE GUIDE

The automotive retail industry is one of the fastest moving in the UK. If you want to achieve more, it's vital that your skills keep pace. Our portfolio of continuing professional development (CPD) opportunities delivers what you need to drive your success.

## WHAT CAN CPD DO FOR YOU?

CPD enriches your knowledge, keeps you currently competent, and improves your promotion and career prospects. It also demonstrates to your colleagues and your employers that you're equipped to respond to ever-increasing management and compliance requirements, rapidly-changing technical developments and best practice.

## EASY TO ACCESS CPD, ENGINEERED WITH YOU IN MIND

All our CPD courses have been designed with the motor industry in mind, and are delivered by specialist automotive training providers. You can train face-to-face, via workshops, online through innovative webinars and e-learning, or even from your mobile. Each CPD activity earns a credit value and builds towards your total

training target, but to make it easier for you, all of the IMI courses have been given a pre-determined credit value.

## WE'RE HERE TO HELP

IMI is committed to meeting the professional needs of individuals in the automotive industry through encouraging and enabling you to fulfil your potential, improve your performance, increase your productivity and take pride in your career and industry.

Some of our CPD courses can also be delivered for you in-house, either in their current format or tailored more specifically to your business needs. Contact us for more information about how we can provide these courses to suit your requirements.

To discuss training and development needs for yourself, your team and your colleagues, contact our Professional Development team.

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# THE PROFESSIONAL ADVANTAGE

## RECOGNISING INDIVIDUALS

IMI membership illustrates to the public and your colleagues that you are dedicated to your job, your customers and to the industry.

By becoming a member of the IMI, you'll commit to ethical working practices by signing the IMI's Code of Conduct, and you'll be recognised as an individual dedicated to providing the highest standards for your customers and your business.

Membership allows you to demonstrate your professional status with post-nominal letters and gives you access to a comprehensive range of products and support services, developed specifically to meet your professional needs.

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For more information about membership and how it can benefit you, contact a member of the Professional Development team on **+44 (0) 1992 519025** or visit **[www.theimi.org.uk/member](http://www.theimi.org.uk/member)**

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## DRIVING UP STANDARDS WITH THE IMI PROFESSIONAL REGISTER

Members who hold a level of membership from Licentiate (LIMI) to Fellow (FIMI) are automatically placed on the IMI Professional Register - the consumer-facing, industry-wide register made up of professional individuals working in the automotive industry. You can view the Register at **[www.imiregister.org.uk](http://www.imiregister.org.uk)**.

Being a registered professional shows your customers and your colleagues that you are continually keeping up to date with learning, new skills and working practices.

## TRAINING PAYS

IMI, in partnership with the UK Commission for Employment and Skills (UKCES), completed a two-year research project with businesses from across the automotive industry to give a clear picture of the business impact and financial benefit of employer investment in skills and training across four key industry areas.

These particular studies covered the return on investment (ROI) from training and up-skilling for managers & leaders, heavy vehicle technicians, vehicle damage assessors and apprentices. •

- Heavy Vehicle - businesses can achieve a 200% ROI from investing in irtec inspection accreditation. Maintenance and service centres have taken control of and improved their MOT first-time pass rates directly through adopting irtec inspection accreditation.
- Accident Repair - training in efficient use of modern estimating technology, vehicle damage assessors (VDAs) increased assessment accuracy by an average of 8% against a control group with an estimated ROI in the following year of 260%.

## RESEARCH HIGHLIGHTS ARE:

Apprenticeships - businesses can typically receive 150%-300% ROI from an apprentice technician:

- Management & Leadership - CPD in the form of competency development leading to IMI Accreditation, competency-based dealer management training, and BSc/MSc Automotive Dealership Management degrees showed clear financial and tangible benefits for the candidates, their staff and the business.

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*The studies' results show beyond doubt that training and skills development provide significant financial returns for businesses, as well as the obvious benefits for its employees.*

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For more information and downloads of the results and video case studies, visit **[www.theimi.org.uk/roi](http://www.theimi.org.uk/roi)**

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# BUSINESS IMPROVEMENT AND FINANCE

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*“Training has changed the way I process my work, I formalise tasks in a more structured manner and I am now much more productive and efficient.”*

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## ALTERNATIVE FINANCE

### COURSE OVERVIEW

This course explores the 'crowd funding' and 'peer to peer' finance movement who offer alternative sources of funding to small businesses. Managers will learn how much can be borrowed and what securities are required. You will also develop an understanding of how much equity capital a business can raise and how the price and size of the share offer is set.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for senior managers, directors and owner proprietors with a responsibility to manage finances.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how the application process works and what information may be required.
- Explain what happens if the business already has a loan or overdraft.
- Understand how invoice discounting platforms operate and the types of and costs involved with cap finance.
- Describe how fundraising works.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	Approx. 4 hours. Access period is 6 months from date of purchase.
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## BODYSHOP MANAGEMENT: GETTING RESULTS AND MAKING PROFIT

### COURSE OVERVIEW

Bodyshop survival is a real issue in these austere and difficult times. This course takes the learner from the starting point to the end point of successful bodyshop managing. It unravels the mysteries of how to get to a healthy and sustainable bottom line profit from the business of repairing damaged vehicles. At an extra cost learner can take a useful 'post course' option of 1 to 1 coaching, to help apply what they have learned into their own business, further enhancing their chances of success.

*This course is delivered by Bodyshop Consulting.*

### WHO IS THE COURSE FOR?

Managers, aspiring managers, owners and proprietors of Bodyshops. Designed for all sizes of company, including sole traders, small businesses and larger motor retail groups, franchised and independent dealerships.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Develop an understanding of bodyshop management accounting and the important areas that it addresses.
- Improve self-management to deliver better profitability.
- Improve customer satisfaction.
- Develop project management skills.
- Build a business strategy.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£180.00 + vat</b>
Non-Member Price	£200.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI. Bespoke/in-house option also available

## BUSINESS PERFORMANCE MANAGEMENT

### COURSE OVERVIEW

Using key performance indicators (KPIs) can help to add real value to a business and ultimately to deliver success. Optimising performance and achieving great results depends on excellence in both management information systems and management responses. This course provides the tools that managers need to help their organisations succeed. Managers will be able to achieve control of their processes and improve the performance of their team and the business.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

Professionals and managers in functional areas such as sales and after sales in passenger and commercial vehicle businesses, marketing, operations, and shared services. Learners must have access to management and financial business information.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Understand what sort of plans should come out of the strategy process.
- Advise clients on establishing control systems to achieve business plans.
- Understand and use action review and problem solving meetings.
- Develop process maps and procedures to help solve problems.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## ENTERPRISE AND ENTREPRENEURSHIP

### COURSE OVERVIEW

Entrepreneurship is all about creating and exploiting business opportunities. You will appreciate how individuals and companies can apply entrepreneurial skills to turn their business ideas into successful and sustainable ventures. You will understand the importance of strategic thinking and consider how to develop effective business models, value creative methods and exit strategies and manage entrepreneurial projects in good and bad times.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for managers interested in exploiting new ideas and want to turn them into viable and practical business opportunities.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to develop a clear strategy for business ideas.
- Identify and evaluate potential growth strategies for a business concept.
- Understand the practicalities of managing a growing business.
- Understand strategies to drive motivation to make it through tough times.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

## FINANCE FOR NON-FINANCIAL MANAGERS

### COURSE OVERVIEW

Professionals who understand how the numbers work are at a significant advantage over those that don't. Knowing how finance works can help employees to put decisions into a broader context, to identify the financial implications of their actions and to argue their case better for resources. This course looks at documents such as the profit statement, the balance sheet and cash flow analysis, and how they are linked. It also covers budgetary control, standard costing and discounted cash flow evaluations. These topics are set against the place of an organisation within the economy, different kinds of accountancy, and the way financial objectives are arrived at, implemented and monitored. Background information and knowledge is combined with interactive activities and scenarios so that learning can be applied in the workplace.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course would suit anybody wishing to understand how finance works within a business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand what the finance function does and how it can help in your role.
- Deduce relevant information and to recognise its limitations.
- See how decisions impact on the business as a whole.
- Prepare for greater responsibility.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>4 hours</b>
<b>Venue</b>	<b>N/A</b>

## FINANCIAL CONTROL IN SMEs

### COURSE OVERVIEW

This course explores the key differences between company structures and you will learn the importance of corporate social responsibility and how management is changing its response to contemporary business pressures. It encourages you to be proactively involved in the management of the business with the focus on 'outwards' and 'forwards' and how to deal with inevitable uncertainties. You will also find how to distinguish but link three levels of control, i.e. strategic, tactical and operational.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for managers, accountants or anyone with a responsibility for managing finances in a business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the limitations of an accounting model for financial control.
- Explain how to integrate internal and external aspects of financial management and create a comprehensive structure of control.
- Distinguish between standardised financial accounting and customised management accounts.
- Understand how to recognise the importance of the concepts of Net Present Value and Strategic Financial Management.
- Understand how to outline an approach to business modelling and deal with uncertainty and risk.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>Approx. 4 hours</b>
<b>Venue</b>	<b>N/A</b>

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## FINANCIAL MANAGEMENT IN TURBULENT TIMES

### COURSE OVERVIEW

Many of the techniques that underpin financial management were developed in conditions of stability. Yet the last ten years have been marked by increasing and unprecedented turbulence. This course focuses on the dynamics of financial management. Learners will be prompted to think through how the volatility which characterises today's business environment has affected their particular enterprise, and how they are, or might be, responding.

*This course is provided by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to managers/finance professionals. Learners must have access to financial and management information.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how financial aspects can be managed, with particular reference to the greater importance now attached to the customer dimension, and to the popularity of more devolved structures.
- Understand the irrelevance of many academic hypotheses (like efficient markets and capital assets pricing) and find an alternative approach to establishing decision making criteria and their communication within a multi-product/market organisation structure, so as to assess value and ensure accountability.
- Identify the 'command and compliance' style of management and the 'trust and commitment' style; its connection with the need to balance the interests of various stakeholders, and the pressure for greater CSR.
- Describe how investment appraisal techniques are being adapted so as to cope with a greater degree of uncertainty and an increase in the proportion of investment which produces intangible assets coupled with a practical approach to the monitoring of investments, strategies and businesses.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

# GUARANTEED IMPROVED PROFIT THROUGH CIP PROGRAMME

## COURSE OVERVIEW

The Continuous Improvement Process (CIP) enables the identification of areas of waste in terms of time and resources in any workshop or factory environment. The course provides an understanding of CIP and how to implement actions derived from it to increase profits, customer satisfaction and employee relations.

*This course is delivered by CIP Development Services.*

## WHO IS THE COURSE FOR?

Ideally someone who is independent of the service department/workshop/ factory, for example a service manager from another branch or a member of the HR Development team (or someone with training experience). It is recommended that manufacturing learners attend a dedicated course so the content can be angled toward the manufacturer's particular circumstances. Some hands-on knowledge of workshop/factory activities is required.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand the principles of CIP.
- Conduct a CIP Programme in your own company.
- Identify (by working with your staff) practical solutions to problems identified.
- Improve the profit and success of your company.

CPD Credit Value	8
Member Price	£145.00 + vat
Non-Member Price	£171.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI.
	Bespoke/in-house option also available

# INNOVATION FOR BUSINESS

## COURSE OVERVIEW

Innovation is all about generating and implementing new ideas, breaking the mould to deliver business success. This course shows learners why innovation is important, how to create and select great ideas and how to realise them in their own organisation. Learners will appreciate how creativity can grow from crisis, consider alternative business models and try out some practical tools for idea generation and risk management. Innovation will teach professional managers how to contribute effective new ideas to a range of situations within their organisation.

*This course is delivered by Nelson Croom.*

## WHO IS THE COURSE FOR?

This course is aimed at all professionals involved in business.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

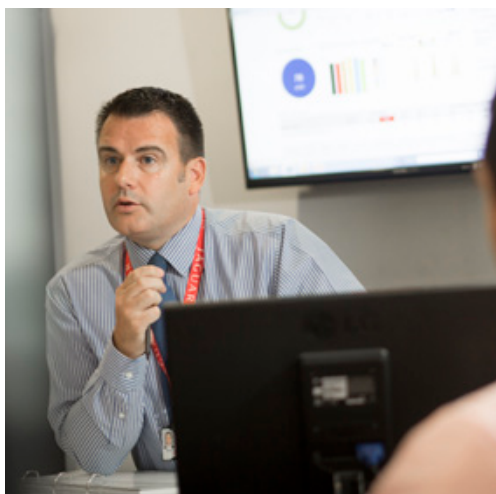
- Understand about what innovation is and why it is important.
- Identify different types of innovation.
- Understand how to encourage innovation within your organisation.
- Identify how to evaluate and select appropriate ideas.
- Understand how to develop ideas into projects that work.
- Understand ways to assess and manage risk.
- Understand how to convert ideas into results.

CPD Credit Value	6
Member Price	£70.00 + vat
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## INTELLECTUAL PROPERTY AND NEW IDEAS

### COURSE OVERVIEW

This course will take you through a process that will help you to assess how new ideas are developing and to ensure weak ideas fail and good ones succeed. You will discover how to invite constructive feedback to support idea development through to realisation. Once a good idea has been identified you need to protect it and the course explores the different options available, the resulting costs and consequences of the choices made.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for anyone wishing to develop new ideas in an effective way for the benefit of the business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to capture and record ideas and decide if they are worth pursuing.
- Explain why IP protection is important.
- Understand the types of protection available and how to research the best options.
- Understand who owns IP and what happens if it is shared, owned by you or an individual within your business.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

## KEY PERFORMANCE INDICATORS

### COURSE OVERVIEW

KPIs help us to manage performance. They are powerful tools not because they tell us results, but because they enable us to change them. By linking short term results to longer term goals, we show how KPIs are the key tool for management control. Using a practical approach, the course looks at how to use KPIs to convey results which show the degree to which main bottom line objectives are being met, and to provide incisive knowledge allowing corrective action to be devised.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is ideal for senior managers or advisors who want to introduce KPIs into their business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Make the best use of KPIs.
- Use KPIs to tackle some of the stumbling blocks which demotivate the team.
- Understand what is involved in implementing the most effective form of management control systems in a few months.
- Use KPIs to highlight areas of opportunity.
- Set and attain high standards for information analysis and decision making.
- Use the right KPIs with the appropriate frequency.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>5 hours</b>
<b>Venue</b>	<b>N/A</b>

## MAKING BUDGETING WORK IN THE REAL WORLD

### COURSE OVERVIEW

Budgeting seems so simple in the textbooks. So why does it often fail in practice? This course explains the barriers to effective budgeting and enables learners to create and manage more successful budgets. The author's practical experience, coupled with many hours debating the issues in the classroom, enables him to frame the key questions and open the debate about how to create an effective and efficient budgeting process.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to professionals, both in finance functions and other areas, who are looking for a practical course that enables them to apply budgeting theory and knowledge in their own organisation.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Choose the most appropriate budgeting method.
- Devise ways to overcome weaknesses in your current budgeting system.
- Consider ways of better communicating and presenting budgets to non-financial staff.
- Meet the varying budget preparation needs of different departments.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>5 hours</b>
<b>Venue</b>	<b>N/A</b>

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



# MARKET ANALYSIS

## COURSE OVERVIEW

This course introduces you to a robust framework for market analysis to include exploring business strategy, market analysis and market research. It will help managers to understand how they are perceived by their customers and which of the four quadrants to place a business in: Commodity, Price Down, Manage Risk or Partner.

*This course is delivered by Nelson Croom.*

## WHO IS THE COURSE FOR?

Anyone who is involved in business planning and marketing within a business.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand the market segments a business serves, its structure, dynamics and who its target customers are.
- Explain Porters 5 Forces.
- Understand how to satisfy customer needs and identify your competitive advantage, competitor goals and strategies.
- Understand how to assess a market for a new product and calculate the chance of success for new products and markets.

CPD Credit Value	6
Member Price	£70.00 + vat
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

# MOTOR RETAIL IN THE INTERNATIONAL ARENA

## COURSE OVERVIEW

Until now the retail motor industry has had a strong domestic focus. This course will introduce managers to the wider perspectives of international business and how it relates to the retail motor industry. It will introduce the most prominent theories and illustrate them with industry case studies.

The course has been designed by University of Greenwich tutors with a specialist knowledge as well as practical experience of the retail motor industry. It will be delivered in a one day session involving discussion, debate and scenario planning. Learners will find their horizons will be broadened beyond the domestic market and prepare them for future international developments in the retail motor industry.

*This course is delivered by the University of Greenwich.*

## WHO IS THE COURSE FOR?

Senior retail/dealership directors, managers, and those interested it taking the business forward into international markets.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Develop a detailed view of the economic forces shaping business.
- Understand the factors driving business progression towards globalisation.
- Understand and assess the opportunities and threats for motor retail business in the context of international markets.

CPD Credit Value	10
Member Price	£250.00 + vat
Non-Member Price	£300.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Call for details.
Bespoke/in-house option also available	

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## WORKING THE NUMBERS - MEASURING BUSINESS PERFORMANCE

### COURSE OVERVIEW

Performance is all in the numbers. The automotive sector is one of the most measured businesses in the world - but where can you really use all that information and how do you get to the numbers that allow you to fix performance quickly? This bite-size webinar is designed to help you as a busy manager or leader understand key performance indicators across your business and get to the useful truth behind these to help improve business performance.

*This course is delivered by RTS Group.*

### WHO IS THE COURSE FOR?

Principals, company managers team managers, team leaders, supervisors, senior sales people, and senior service receptionists.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the impact of selected KPIs on the bottom line of your business.
- Recognise unacceptable performance quickly.
- Understand what actions to take to improve your KPIs overnight.
- Understand what KPIs your colleagues will measure your performance by – and how to read theirs.

<b>CPD Credit Value</b>	<b>2.5</b>
<b>Member Price</b>	<b>£99.00 + vat</b>
Non-Member Price	£125.00 + vat
Course Format	Webinar
Course Duration	1.5 hours
Venue	N/A

## WRITING A BUSINESS PLAN

### COURSE OVERVIEW

This course will help managers to produce a well constructed business plan to be used as a tool to aid decision making around project potential, planning and delivery. Learners will learn what constitutes a successful business plan and how to ensure it is complete and accurate. They will be introduced to successful financial models and how to use the business plan as a business benchmark.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for managers with the responsibility to write business plans.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Describe what constitutes a successful business plan.
- Understand how to turn an idea into a business plan.
- Explain the options available for a business plan and how to select the best one.
- Understand how to conduct market research and the internal and external factors to consider.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A



# CUSTOMER SERVICE

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*“I always enjoy learning. The pace of change in the industry will always ensure CPD is interesting and beneficial.”*

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## CONVERSATIONS WITH CUSTOMERS

### COURSE OVERVIEW

The way you plan and conduct conversations with your customers and prospects will be the most significant factor in developing your relationship with them. This course covers the way you structure an interaction and the approach you adopt to uncovering customers' needs through effective questioning which will determine whether you are accepted as a trusted advisor or not.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is ideal for anybody involved in developing long-term relationships with clients.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Plan and research effectively prior to meetings to ensure they are effective.
- Agree objectives with customers by describing the goal in customer-focused terms.
- Understand customers' needs through effective questioning.
- Encourage customers to open up through active listening techniques.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## CUSTOMER CARE

### COURSE OVERVIEW

First class customer care has long been acknowledged as vital to any business's reputation and customer retention. Positive customer impressions and attitudes are essential for the overall success of any business.

While the actions of all staff can have a great influence upon the experience for the customer, the application and maintenance of good techniques in this area requires a specific set of skills and knowledge. This course has been specifically designed to develop customer care skills for all customer facing roles.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Anyone involved in customer facing roles in a garage environment.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify the key skills required in providing excellent customer service.
- Understand the difference between good and bad customer service.
- Understand the principles of best practice in customer care.
- Apply defined improvements to benefit the business and working environment.

<b>CPD Credit Value</b>	<b>10</b>
<b>Member Price</b>	<b>£166.50 + vat</b>
Non-Member Price	£185.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	STC Uxbridge / regional centre

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## THINK LIKE CUSTOMERS – DRIVING CUSTOMER SATISFACTION

### COURSE OVERVIEW

Profit is one aim in business - but repeat business from satisfied customers is a sure route to sustained and growing profits. If you recognise that you are constantly fighting customer complaints and issues then this webinar will benefit you. This bite-size webinar is designed to help you, a busy manager or leader understand what drives customer satisfaction, how you can improve it and guarantee loyalty from your customers.

*This course is delivered by The RTS Group.*

### WHO IS THE COURSE FOR?

Principals, company managers, team managers, team leaders, supervisors, senior sales people, and senior service advisors.

### WHAT WILL I GET OUT OF IT?

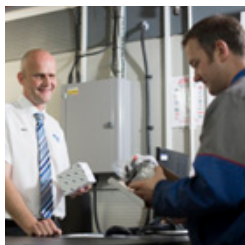
#### You will be able to:

- Understand the top ten reasons why customers score you poorly.
- Guarantee positive responses that deliver customer loyalty.
- Understand where staff are letting customers down and moving them from 'satisfied' to 'delighted'.
- Understand how to drive profits from loyal customers.

<b>CPD Credit Value</b>	<b>2.5</b>
<b>Member Price</b>	<b>£99.00 + vat</b>
Non-Member Price	£125.00 + vat
Course Format	Webinar
Course Duration	1.5 hours
Venue	Online

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## ESSENTIAL SKILLS TO DELIVER CUSTOMER SATISFACTION TO PARTS CUSTOMERS

### COURSE OVERVIEW

Customer service is the bedrock of all of the behaviours needed to achieve long term customer loyalty and profitable parts and accessories sales. Without great customer service, all the energy that goes into managing the rest of the business is undermined. This course has been designed to equip parts and accessories advisors with the fundamental knowledge, essential skills, positive attitude and customer service behaviours needed to handle customer enquiries, order placement and complaints in the warm professional and responsive manner that creates customer satisfaction.

*This course is delivered by Ascari Training & Consulting Ltd.*

### WHO IS THE COURSE FOR?

Parts and accessories sales advisors, parts delivery drivers.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify the importance of the role of the parts sales advisor within the business in creating loyal and long term customers.
- Describe the skills, attitude, knowledge and behaviours needed to perform the role effectively.
- Distinguish between customer service and sales behaviours.
- Identify how to welcome parts & accessories customers warmly and effectively.
- Identify how to identify customer's requirements with empathy, speed and professionalism.
- Distinguish the between gathering essential customer information effectively and efficiently.
- Learn how to satisfy customers by professionally responding to parts and accessories enquiries with care, helpfulness and accountability.
- Identify how to handle parts customer complaints with sincerity, empathy, warmth and assertiveness.

<b>CPD Credit Value</b>	<b>9</b>
<b>Member Price</b>	<b>£128.00 + vat</b>
Non-Member Price	£151.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI. Bespoke/in-house option also available

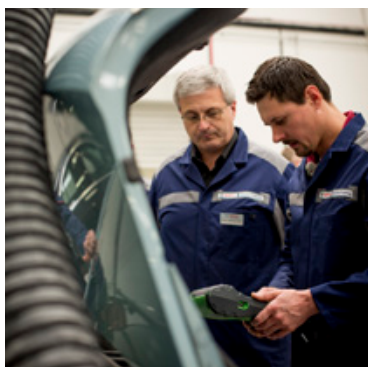


# EDUCATION AND TRAINING

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*“Training is a good way of knowing you are competent at your job.”*

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## ASSESSOR MOCK ASSESSMENT

### COURSE OVERVIEW

This course will prepare learners for their IMI Accreditation Management assessor assessment. The programme assumes learners have completed the self-directed learning or attended the 'Understanding IMI Accreditation Management' training day. The programme will take learners through the activities assessed during the Assessor Assessment.

Candidates will receive personal feedback and coaching relating to their knowledge level, skills and practical application of the Automotive Management & Leadership Competency Framework. The day will provide an opportunity to clarify understanding and thinking, and identify areas of further development. The session will provide aspiring assessors with a personal development plan which aims to set them up for success as an IMI Accreditation Assessor.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Assessors with detailed experience and understanding of management in the motor industry environment and should be familiar with the Automotive Management & Leadership Competency Framework

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify evidence and improve capture.
- Use criteria based interview skills.
- Understand the Automotive Management & Leadership Competency Framework and process.
- Work across competencies and recognise where evidence fits.
- Compile an IMI Accreditation Management report.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£329.00 + vat</b>
Non-Member Price	£439.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## DELIVERING BUSINESS NEEDS FOCUSED TRAINING

### COURSE OVERVIEW

This course is designed to provide learning and development for potential applicants of the IMI Advanced Automotive Trainer and Assessor Professional Recognition Standards ([www.theimi.org.uk/ta](http://www.theimi.org.uk/ta)). The course content is specifically aimed at section 4 criteria of the Standards.

It aims to provide an understanding of best practice approaches to market analysis, stakeholder management, identifying business needs, developing training solutions and monitoring performance and assessing impact. It will also help learners understand what is required in their application in respect of section 4 criteria of the standards.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Trainers and Assessors wishing to apply for the IMI Advanced Automotive Trainer and Assessor Professional Recognition Standards and anyone working in the context of training with an interest in the subject matter.

### WHAT WILL I GET OUT OF IT?

**You will be able to understand best practice approaches to:**

- Market analysis.
- Stakeholder management.
- Identifying business needs.
- Developing training solutions for employers.
- Monitoring performance and assessing impact and complete a section 4 evidence template for the Standards.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£174.00 + vat</b>
Non-Member Price	£232.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI

## EFFECTIVE CRITERIA BASED INTERVIEWING

### COURSE OVERVIEW

This course will equip the learner with the skills necessary to gather evidence against competencies using open and probing questioning techniques, and be able to devise questions in order to do this. The learner's basic skills of interviewing will then be combined with Criteria Based Interviewing skills to equip them to be able to carry out the IMI Accreditation Management assessment or a Management & Leadership qualification.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Assessors with detailed experience and understanding of management in the motor industry environment, and are familiar with the management competencies that they will be assessing. They must have a basic knowledge of interviewing skills, and the ability to provide associated interview feedback.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Interview and assess capabilities by applying a structured approach to gathering information about individuals.
- Maximise the relevance of information on which a decision about an individual's ability to perform a particular role can be made.
- Gather examples of significant actions in an individual's past, and be able to classify examples of actions against a pre-determined criteria.
- Accurately assess examples of past actions to ascertain current performance.
- Accurately record appropriate evidence.
- Develop their assessment and decision making process.
- Apply their learning to understand the IMI Accreditation Management assessment process.

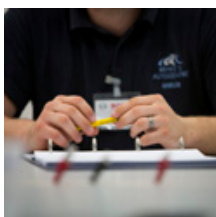
<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£329.00 + vat</b>
Non-Member Price	£439.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**







## EFFECTIVE REPORT WRITING

### COURSE OVERVIEW

This course will equip the learner with the skills necessary to write effective, logically structured and factual assessment reports based on the evidence which has been gathered against competencies. They will gain the knowledge of the standard required for an IMI Accreditation assessor's report.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Assessors with detailed experience and understanding of management in the motor industry environment and are familiar with the Management competencies they will be assessing. They will need a good knowledge of criteria based interviewing skills and the ability to gather evidence of performance against competencies along with a basic knowledge and skill of writing reports and providing associated assessment feedback.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Use a systematic approach to planning and writing an assessment report.
- Critically review evidence gathered, identify gaps in performance and recommend development areas.
- Structure an assessment report in a logical sequence which is of an acceptable standard, in both content and format.
- Produce a quality written report which is accurate, has clarity and is effectively presented.
- Understand the overall purpose of an IMI Accreditation Report.
- Understand how to apply evidence of IMI Accreditation Management competencies across all 3 levels of management.
- Understand how to critically review evidence gathered against competencies during assessment, identify gaps in performance and recommend relevant development options.
- Understand the components of a well-structured report.
- Understand the importance of using factual information.
- Understand the importance of producing clear information as the basis for giving effective feedback to the candidate.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£329.00 + vat</b>
Non-Member Price	£439.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI.

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## GIVING FEEDBACK

### COURSE OVERVIEW

This course will equip the learner with the skills necessary to provide verbal feedback to IMI Accreditation candidates, based on the evidence which has been gathered against competencies. The feedback should be open and honest, will provide IMI Accreditation candidates with an overall picture of strengths and development needs and will enable them to see clearly what changes are required for them to improve performance and develop. The learner will be knowledgeable of the standard required of an assessor delivering feedback to IMI Accreditation Management candidates.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Assessors with detailed experience and understanding of management in the motor industry environment and are fully familiar with the Automotive Management & Leadership Competency Framework. Assessors should also be aware of how an IMI Accreditation report is put together and have a basic ability to provide associated assessment feedback.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Apply a structured approach when feeding back outcomes of an assessment to IMI Accreditation Management candidates.
- Accurately feedback appropriate information on performance needs to candidates which has been gathered against competencies during the IMI Accreditation.
- Ensure the feedback given is open and honest and will provide IMI Accreditation candidates with an overall picture of their strengths and of their development needs.
- Enable IMI Accreditation candidates to see clearly what changes are required for them to improve performance and develop.
- Understand the process people go through before they are able to accept and use feedback effectively to make change.
- Understand how to help people accept feedback using a clearly defined model.
- Explain the guidelines for giving constructive feedback.
- Understand what has to be included in a feedback session.
- Understand how an feedback session should be constructed to ensure it is encouraging and forward looking.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£329.00 + vat</b>
Non-Member Price	£439.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI



## SKILLS FOR AUTOMOTIVE TRAINERS

### COURSE OVERVIEW

This course covers the complete range of abilities that a trainer will need to deliver learning effectively in the motor industry. Day one of this two day course looks at the benefits of learning in groups and the actions that trainers can take to ensure that learners capitalise on these benefits, including managing challenging situations, removing risks and barriers to learning, using feedback, helping learners to progress and making sure that they can apply their learning back in the workplace. Day two focuses on creating an inclusive learning environment, the communication skills that trainers need, using technology in learning and the continual development of professional practice as a trainer. The course is designed for experienced trainers who are seeking to fine tune their professional skills as well as people who are new to training practice. It uses a wide range of practical activities to help trainers get to grips with the issues and challenges they will face in the day to day delivery of training in any part of the automotive sector.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Teachers, trainers, lecturers, etc. involved in delivering training to the motor industry.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the principles and practices of learning and development in groups.
- Understand how to facilitate learning and development in groups.
- Understand how to enable groups to apply new knowledge and skills in practical contexts.
- Understand how to enable learners to reflect on their learning and development undertaken in groups.
- Apply inclusive teaching and learning approaches in accordance with internal and external requirements.
- Communicate with learners and other learning professionals to promote learning and progression.
- Understand how to use technologies in delivering inclusive teaching and learning.
- Evaluate own practice in delivering inclusive teaching and learning.

<b>CPD Credit Value</b>	<b>14</b>
<b>Member Price</b>	<b>£348.00 + vat</b>
Non-Member Price	£464.00 + vat
Course Format	Classroom
Course Duration	2 days
Venue	Fanshaws, IMI. Bespoke/in-house option also available

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## UNDERSTANDING IMI ACCREDITATION MANAGEMENT

### COURSE OVERVIEW

This course is aimed at learners wishing to increase their knowledge of IMI Accreditation Management. The course will provide learners with a highly developed understanding of the purpose, benefits and Automotive Management & Leadership Competency Framework whilst at the same time creating an overview of how the assessment works in practice.

It also enables learners to test their knowledge of IMI Accreditation Management throughout the day and provides opportunity for discussion and questions with an experienced IMI Accreditation.

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Assessors with detailed experience and understanding of management in the motor industry environment and are familiar with the Automotive Management & Leadership Competency Framework.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Be confident in the understanding of IMI Accreditation Management.
- Use IMI Accreditation in practice.
- Understand the competencies and levels.
- Understand the rules of assessment.
- Identify what it takes to be an IMI Accredited Assessor.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£329.00 + vat</b>
Non-Member Price	£439.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI

## UNDERSTANDING AND USING IMI 360° REPORT

### COURSE OVERVIEW

This course will equip the learner with the skills necessary to analyse and understand the output from IMI 360° reports. The learner will be able to provide effective verbal feedback to IMI Accreditation Management candidates relating to the 360° report, linking it to the evidence which has been gathered against competencies during the assessment day..

*This course is delivered by IMI.*

### WHO IS THE COURSE FOR?

Assessors with detailed experience and understanding of management in the motor industry environment and are fully familiar with the Automotive Management & Leadership Competency Framework, how a report is put together, how to effectively feedback to IMI Accreditation candidates following assessment and have a basic understanding of IMI 360° reports.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Competently review a 360° report, identifying areas for further investigation and making links with other competencies in order to clarify evidence.
- Apply a structured approach when feeding back outcomes from a 360°.
- Challenge the candidate to follow up on certain key aspects of the report.
- Ensure the feedback given is open and honest and professionally delivered.
- Provide candidates with an overall picture of their strengths and of their development needs as described by their appraisers and evidenced in the assessment.
- Understand the standard required of an IMI Accredited assessor delivering feedback in relation to the 360° report.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£329.00 + vat</b>
Non-Member Price	£439.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI





# INFORMATION AND TECHNOLOGY

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*“Training has given me more structure to my work, it has increased my confidence in my ability and I have gone for jobs that I never would have done without it.”*

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## MICROSOFT OFFICE SPECIALIST – ACCESS 2010

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Access 2010 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in creating business deliverables with Microsoft Office Access 2010 and might have experience with previous versions of Microsoft Office Outlook.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Structure a database - define data needs and types; define and print table relationships; add, set, change, or remove primary keys; split databases.
- Create and format database elements - create databases and tables; create and modify fields, forms and reports
- Enter and modify data - navigate among records; find and replace data; attach documents and import data.
- Create and modify queries.
- Present and share data - sort, filter and export data; create and modify charts; save and print database objects.
- Manage and maintain databases - perform routine database operations

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
Non-Member Price	£215.00 + vat
Course Format	Distance learning - E-learning
Course Duration	35 hours approx
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MICROSOFT OFFICE SPECIALIST – EXCEL 2010

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Excel 2010 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in creating business deliverables with Microsoft Office Excel 2010 and might have experience with previous versions of Microsoft Office Excel.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Manage the worksheet environment.
- Create cell data.
- Format cells and worksheets.
- Manage worksheets and workbooks.
- Apply formulas and functions.
- Present data visually.
- Share worksheet data with other users.
- Analyse and organise data.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
<b>Non-Member Price</b>	<b>£215.00 + vat</b>
<b>Course Format</b>	Distance learning - E-learning
<b>Course Duration</b>	35 hrs approx
<b>Venue</b>	N/A

## MICROSOFT OFFICE SPECIALIST – OUTLOOK 2010

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Outlook 2010 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in creating business deliverables with Microsoft Office Outlook 2010 and might have experience with previous versions of Microsoft Office Outlook.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Manage the Outlook environment.
- Manage email messaging - create and send e-mail message; manage signatures, attachments; understand delivery options.
- Manage scheduling and calendar settings - create appointments, meetings; customize settings and share calendars.
- Manage tasks - create and modify tasks; accept, decline, assign, update and respond to tasks.
- Manage contacts and personal contact information - create and modify contacts and distribution lists; create address books.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
<b>Non-Member Price</b>	<b>£215.00 + vat</b>
<b>Course Format</b>	Distance learning - E-learning
<b>Course Duration</b>	35 hrs approx
<b>Venue</b>	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MICROSOFT OFFICE SPECIALIST – POWERPOINT 2010

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft PowerPoint 2010 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at anyone who wants to create and manage presentation documents to meet business needs by using the depth and breadth of features in Microsoft Office PowerPoint 2010.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Manage the PowerPoint environment.
- Create a slide presentation.
- Work with graphical and multimedia elements.
- Create charts and tables.
- Apply transitions and animations.
- Collaborate on presentations.
- Prepare presentations for delivery.
- Deliver presentations.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
Non-Member Price	£215.00 + vat
Course Format	Distance learning - E-learning
Course Duration	35 hrs approx
Venue	N/A

## MICROSOFT OFFICE SPECIALIST – WORD 2010

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Word 2010 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at anyone who wants to gain a better understanding of Microsoft Office Word 2010 and might have experience with previous versions of Microsoft Office Word.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Create, customise and maintain documents - create, format and lay out documents; make documents and content easier to find.
- Format content - format text and paragraphs; control pagination.
- Apply page layout and reusable content.
- Include illustrations and graphics in a document.
- Proofread documents and manage tracked changes.
- Apply references and hyperlinks.
- Perform mail merge operations.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
<b>Non-Member Price</b>	<b>£215.00 + vat</b>
<b>Course Format</b>	Distance learning - E-learning
<b>Course Duration</b>	35 hrs approx
<b>Venue</b>	N/A

## MICROSOFT OFFICE SPECIALIST – ACCESS 2013

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Access 2013 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in creating business deliverables with Microsoft Office Access 2013 and might have experience with previous versions of Microsoft Office Outlook.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

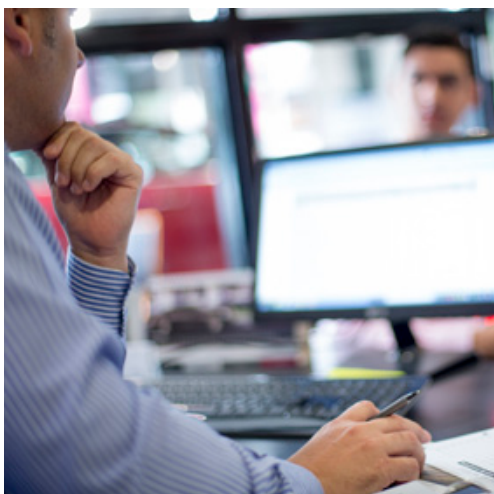
- Structure a database - define data needs and types; define and print table relationships; add, set, change, or remove primary keys; split databases.
- Create and format database elements - create databases and tables; create and modify fields, forms and reports.
- Enter and modify data - navigate among records; find and replace data; attach documents and import data.
- Create and modify queries.
- Present and share data - sort, filter and export data; create and modify charts; save and print database objects.
- Manage and maintain databases - perform routine database operations.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
<b>Non-Member Price</b>	<b>£215.00 + vat</b>
<b>Course Format</b>	Distance learning - E-learning
<b>Course Duration</b>	35 hrs approx
<b>Venue</b>	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## MICROSOFT OFFICE SPECIALIST – EXCEL 2013

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Excel 2013 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in creating business deliverables with Microsoft Office Excel 2013 and might have experience with previous versions of Microsoft Office Excel.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Create and manage worksheets and workbooks.
- Create cells and ranges.
- Create tables.
- Apply formulas and functions.
- Create charts and objects.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
Non-Member Price	£215.00 + vat
Course Format	Distance learning - E-learning
Course Duration	35 hrs approx
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## MICROSOFT OFFICE SPECIALIST – OUTLOOK 2013

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Outlook 2013 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in creating business deliverables with Microsoft Office Outlook 2013 and might have experience with previous versions of Microsoft Office Outlook.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Manage the Outlook environment.
- Manage email messaging - create and send e-mail message; manage signatures, attachments; understand delivery options.
- Manage scheduling and calendar settings - create appointments, meetings; customize settings and share calendars.
- Manage tasks - create and modify tasks; accept, decline, assign, update and respond to tasks.
- Manage contacts and personal contact information - create and modify contacts and distribution lists; create address books.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
<b>Non-Member Price</b>	<b>£215.00 + vat</b>
<b>Course Format</b>	Distance learning - E-learning
<b>Course Duration</b>	35 hrs approx
<b>Venue</b>	N/A

## MICROSOFT OFFICE SPECIALIST – POWERPOINT 2013

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft PowerPoint 2013 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at anyone who wants to create and manage presentation documents to meet business needs by using the depth and breadth of features in Microsoft Office PowerPoint 2013.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Manage the PowerPoint environment.
- Create a slide presentation.
- Work with graphical and multimedia elements.
- Create charts and tables.
- Apply transitions and animations.
- Collaborate on presentations.
- Prepare presentations for delivery.
- Deliver presentations.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
<b>Non-Member Price</b>	<b>£215.00 + vat</b>
<b>Course Format</b>	Distance learning - E-learning
<b>Course Duration</b>	35 hrs approx
<b>Venue</b>	N/A





## MICROSOFT OFFICE SPECIALIST – WORD 2013

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Word 2013 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at anyone who wants to gain a better understanding of Microsoft Office Word 2013 and might have experience with previous versions of Microsoft Office Word.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Create, customise and maintain documents - create, format and lay out documents; make documents and content easier to find.
- Format content - format text and paragraphs; control pagination.
- Apply page layout and reusable content.
- Include illustrations and graphics in a document.
- Proofread documents and manage tracked changes.
- Apply references and hyperlinks.
- Perform mail merge operations.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£195.00 + vat</b>
Non-Member Price	£215.00 + vat
Course Format	Distance learning - E-learning
Course Duration	35 hrs approx
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## MICROSOFT OFFICE SPECIALIST - PROJECT 2013

### COURSE OVERVIEW

This self-study learning programme combines e-learning, e-courseware, exercises, quizzes and practice tests. This enables learners to test their understanding of the product in a realistic testing environment and take the Microsoft certification exam, all whilst learning Microsoft Project 2013 at their own pace. One Microsoft exam voucher is included and 12 months email and telephone support is provided by our fully qualified Microsoft certified Remit tutorial team.

*This course is delivered by Remit IT Academy and is only available in the UK.*

### WHO IS THE COURSE FOR?

This self-study learning programme is targeted at professionals who are involved in planning and managing projects using the Microsoft Project 2013 application.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Create, navigate and customise a project, adding tasks and resources.
- Work with project calendars, tasks and resources.
- Deliver a project plan.
- Manage the project environment.
- Manage task structures.
- Generate project views.
- Produce project reports.

<b>CPD Credit Value</b>	<b>37</b>
<b>Member Price</b>	<b>£260.00 + vat</b>
Non-Member Price	£280.00 + vat
Course Format	Distance learning - E-learning
Course Duration	35 hours approx
Venue	N/A

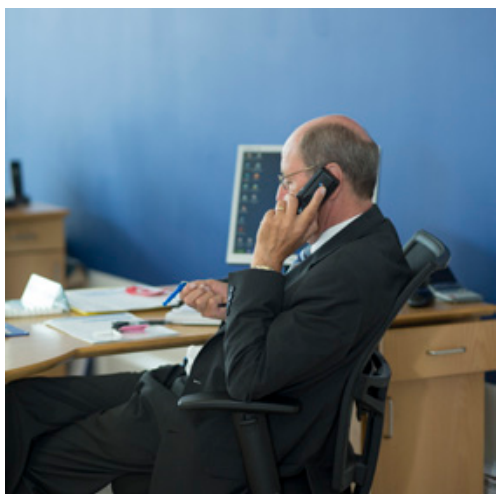


# LEGAL, COMPLIANCE AND HUMAN RESOURCES

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*“Personal development is important in any role. It helps you to be ready for any future changes in the industry.”*

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## COMPETITION LAW

### COURSE OVERVIEW

The half-day workshop aims to provide a thorough insight into competition law for the automotive sector and is designed for all non-technical dealership staff. It will introduce and explain the key components of the law with clear and relevant examples to emphasise the importance of compliance in the workplace. In addition, staff will be able to recognise when their business might be the victim of anti-competitive agreements or conduct and so will be well-placed to act to protect their employer's interests.

*This course is delivered by PAR Automotive.*

### WHO IS THE COURSE FOR?

All non-technical dealership staff, including senior and departmental managers, sales staff, after sales staff, administration and accounts staff.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Achieve a greater insight into competition law & the implications in the business.
- Show a clear incremental knowledge improvement of completion law as a result of the training.
- Actively implement and promote the appropriate policies and procedures.
- Commit to comply with competition law.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£78.00 + vat</b>
Non-Member Price	£92.00 + vat
Course Format	Classroom
Course Duration	0.5 days
Venue	Fanshaws, IMI.
	Bespoke/in-house option also available

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

# CONDUCTING PERFORMANCE APPRAISALS

## COURSE OVERVIEW

The appraisal sits at the heart of any approach to performance management. The process of viewing the previous year's performance and of agreeing expectations for the coming period is key to the professional relationships that managers develop with their staff. This course shows how investing time in conducting effective appraisals creates a motivated team and saves the manager time in the long term.

*This course is delivered by Nelson Croom.*

## WHO IS THE COURSE FOR?

This course is designed to appeal to people at all levels who have to conduct performance appraisals. Those who are new to conducting appraisals will find that this course will help them understand the process and techniques required. More experienced or senior managers will value the opportunity to spend time reviewing their attitude and approach to appraisal and learning new techniques.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand what an appraisal is for and why it is important.
- Prepare effectively for an appraisal.
- Plan and conduct constructive preliminary meetings and appraisal meetings.
- Recognise what should and shouldn't be covered in an appraisal.
- Ensure that spoken and written comments are fair and effective.
- Correctly complete any forms related to the appraisal process.
- Learn techniques for handling any difficult situations that arise during appraisal.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

# DATA PROTECTION

## COURSE OVERVIEW

This course is designed to enable you to understand issues such as choice, consent, transparency, security and legislation relating to the Data Protection Act 1998. The course assessment will demonstrate your competence and compliance with an organisations policies and procedures with regard to data protection compliance.

*This course is delivered by Nelson Croom.*

## WHO IS THE COURSE FOR?

This course is suitable for anyone in a business with access to personal information of colleagues or clients that could impact on Data Protection.

## WHAT WILL I GET OUT OF IT?

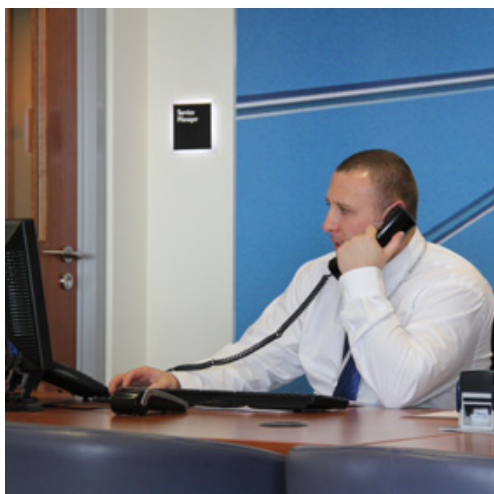
### You will be able to:

- Understand the current legal arrangements for privacy and data protection in the UK.
- Explain the difference between personal and sensitive personal data and how the Act is enforced.
- Understand the application of the Act regarding information gained through CCTV and surveillance Understand protocols regarding subject access requests and the implications of disclosing information about a data subject.
- Demonstrate your competence and compliance.

<b>CPD Credit Value</b>	<b>7</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	6 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## EMPLOYMENT LAW FOR MANAGERS

### COURSE OVERVIEW

Any good manager needs to understand and be aware of the legal responsibilities they must adhere to on behalf of their company. A good grounding in employment law will give managers both the knowledge and the confidence to handle situations with their staff when following a legal procedure is a requirement.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for managers at all levels and those who are new to management or are preparing to take on a management role. More experienced or senior managers will value the opportunity to spend time refreshing their knowledge of employment law.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the importance of an employment contract and terms and conditions and how to get it right when recruiting new staff.
- Handle situations where an issue may arise with the rights of a member of staff.
- Understand the discipline and grievance procedure and the process that they need to follow to ensure employment law is adhered to.
- Handle a staff dismissal.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## ETHICAL COMPLIANCE

### COURSE OVERVIEW

This course is designed to develop an understanding of how ethical compliance should be incorporated into a business culture, and how business performance can be improved through encouraging ethical compliance. Senior managers will understand how important it is to clearly express and reinforce messages and encourage employees' involvement in the ongoing monitoring of ethical compliance.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for senior managers who lead or manage people and have the opportunity to be an effective role model.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand dysfunctional behaviour, corporate culture, sub-culture and counter culture.
- Explain what organisational climate is and how internal behaviours can be affected by external factors.
- Understand how ethical behaviour could affect business objectives.
- Describe policies that should be developed for business.
- Understand formal and informal pathways for reporting.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## HEALTH AND SAFETY

### COURSE OVERVIEW

This course is designed to develop a managers understanding of what actions need to be taken to comply with Health and Safety regulation and legislation and the role they play in this important compliance area. Employees will develop awareness from a day to day point of view of their personal responsibilities and accountabilities for Health and Safety in the workplace.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for anyone in the workplace.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand Health and Safety legislation, policies and employees responsibilities.
- Understand the benefits of good Health and Safety compliance.
- Understand what to consider when managing Health and Safety on a daily basis.
- Explain required emergency evacuation procedures, first aid provision, risk assessment and reporting procedures.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## HIGH PERFORMANCE WORKING PRACTICES IN MOTOR RETAIL

### COURSE OVERVIEW

This course will introduce learners to the concepts of high performance working practices, both in theory and practice, with specific reference to the retail motor industry. Designed and delivered by University of Greenwich tutors with relevant industrial experience, the course will invite learners to examine how their workforces might be managed in a more profitable and sustainable way for long-term improvements in sales, customer service and growth. The course will consist of 2 days, spread 2 weeks apart, and will primarily consist of group discussion and individual action-planning for immediate application in the business. Optional follow-up courses and consultations are available at extra cost.

*This course is delivered by the University of Greenwich.*

### WHO IS THE COURSE FOR?

Senior retail/dealership directors, managers, HR managers, and those interested in how to best utilise skills in the business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand HPWPs in theory and practice.
- Understand how to audit and action-plan HPWPs into the business.
- Create a self-development plan to develop own management and leadership abilities.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£500.00 + vat</b>
Non-Member Price	£600.00 + vat
Course Format	Classroom
Course Duration	2 full day workshops
Venue	Call for details. Bespoke/in-house option also available



# IOSH - MANAGING SAFELY WITHIN AUTOMOTIVE RETAIL

## COURSE OVERVIEW

The effective management of Health and Safety is a legal requirement. This duty has to be discharged by those managing workplace activities. Managers must therefore be aware of their duties and be capable of managing the Health and Safety aspects in the workplace. This course introduces the concept of managing safely, assessing risk in the workplace, controlling risk in the workplace, understanding responsibilities, identifying hazards, investigating accidents and incidents, measuring performance and protecting the environment.

*This course is delivered by ACT (National) Ltd.*

## WHO IS THE COURSE FOR?

Automotive retail proprietors, managers, directors and supervisors.

## WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Identify the reasons for managing health and safety and explain the main requirements of the Health and Safety at Work Act 1974 and the main requirements of the Management of Health and Safety at Work Regulations 1999.
- Identify the main workplace health, safety and welfare issues.
- Identify common hazardous substances in the automotive industry and how exposure is controlled, including the management of asbestos, and explain the hazards and appropriate control measures for noise and vibration at work.
- Identify the key issues associated with environmental protection, identify the components of an environmental management system and recognise responsibilities associated environmental legislation.

<b>CPD Credit Value</b>	<b>31</b>
<b>Member Price</b>	<b>£695.00 + vat</b>
Non-Member Price	£799.00 + vat
Course Format	Classroom
Course Duration	4 days, within a 6 month period
Venue	Call for details. Bespoke/in-house option also available

# IOSH - WORKING SAFELY WITHIN AUTOMOTIVE RETAIL

## COURSE OVERVIEW

Designed for all employees involved in our industry, 'Working Safely within Automotive Retail' has the needs of both management and individuals in mind. Run over a single day, the course sets out to develop a positive health and safety culture in the workplace. It does this by identifying automotive retail-specific hazards and examining the principle that all people within the workplace have legal responsibilities for health & safety.

*This course is delivered by ACT (National) Ltd.*

## WHO IS THE COURSE FOR?

Designed for all employees involved in our industry, 'Working Safely within Automotive Retail' has the needs of both management and individuals in mind.

## WHAT WILL I GET OUT OF IT?

**You will be able to:**

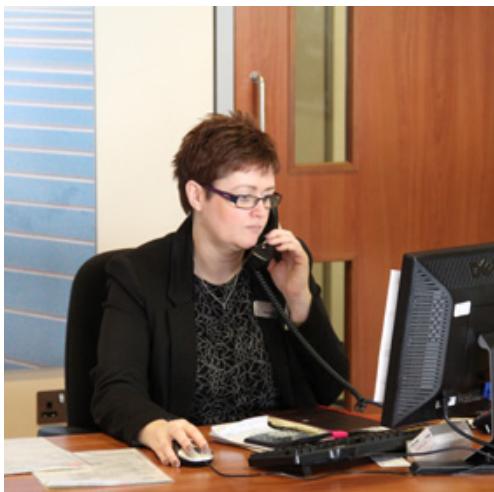
- Understand the need to work safely within the automotive retail industry, not put others at risk and explain the consequences to both the individual and organisation should health and safety fail.
- Define the terms hazard, risk and risk controls.
- Understand the role and importance of risk assessment and give examples of risk assessment in the automotive retail industry and subsequent control measures.
- Know how to report accidents, incidents and near misses, who to report them to, and be aware of emergency and accident plans and procedures in your place of work.
- Be aware of how the automotive retail industry affects the environment and list ways in which individuals and organisations can minimise pollution and waste.

<b>CPD Credit Value</b>	<b>10</b>
<b>Member Price</b>	<b>£175.00 + vat</b>
Non-Member Price	£199.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Call for details. Bespoke/in-house option also available

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## RECRUITMENT AND SELECTION

### COURSE OVERVIEW

This course provides a good understanding of the recruitment process from the need to recruit through to making the job offer. It provides practical advice on writing a good job profile, finding and short listing the right candidates, preparing properly for interview and making the right selection, as well as conducting the interview itself.

*This course is provided by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to people who are likely to be involved at any stage of the recruitment and selection process. Those who are new to recruitment and selection will find that this course guides them through the process from beginning to end. Those with more experience will value the opportunity to review their approach to recruitment and selection, practise their skills and build on their experience.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand and follow a recruitment and selection process.
- Profile a job by defining accountabilities, standards and competencies.
- Write and place an advert which attracts the right candidates.
- Understand issues of equality and discrimination and their implications.
- Prepare effectively for the interview.
- Use effective body language and questioning to get the best out of candidates at interview.
- Make an informed selection based on appropriate criteria.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE - FOUNDATION

### COURSE OVERVIEW

Protect and grow your business by understanding trading and consumer laws, business compliance and consumer protection. This course provides a foundation level understanding of the laws and requirements that will enable you to avoid inadvertent breaches of the law which could result in costs and penalties to your business and damage to your reputation.

*This course is delivered by The Trading Standards Institute.*

### WHO IS THE COURSE FOR?

Everybody involved in sales, service and maintenance and repair in the retail motor industry. Designed for all sizes of company - sole traders, small businesses and larger motor retail groups, franchised and independent dealerships.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how Trading Standards operate.
- Understand Trading Standards law applicable to the retail motor industry.
- Understand consumer rights.
- Understand and appreciate fair trading and best practice.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£65.00 + vat</b>
Non-Member Price	£75.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE - INTERMEDIATE (X 3)

### COURSE OVERVIEW

Protect and grow your business by understanding trading and consumer laws, business compliance and consumer protection. This course is provided as three separate modules to book - Customer Service, Maintenance and Repair, and Vehicle Sales. Each builds on the foundation course, providing more in-depth details of the legislation that applies to each part of the retail motor industry, and to your specific role and responsibilities. The CPD credit value and the prices given below are per module.

*These courses are delivered by The Trading Standards Institute.*

### WHO IS THE COURSE FOR?

Business owners, managers, supervisors, customer service advisors and complaint handling staff working in service garages and sales businesses and outlets including: maintenance and repair, MOT, vehicle sales and fast fit centres. Designed for all sizes of company - sole traders, small businesses and larger motor retail groups, franchised and independent dealerships. Learners need to have completed the Foundation level course.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Demonstrate an enhanced knowledge of Trading Standards law applicable to the maintenance and repair sub-sector.
- Develop a working knowledge of the broad range of Trading Standards law.
- Develop skills to implement compliance systems and best practice.
- Understand consumer rights and the need for a suitable complaints procedure.
- Develop skills to champion fair trading and best practice.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£75.00 + vat</b>
Non-Member Price	£90.00 + vat
Course Format	E-learning
Course Duration	6 hours
Venue	N/A



## UNDERSTANDING TRADING LAW AND BUSINESS COMPLIANCE - ADVANCED

### COURSE OVERVIEW

Understanding compliance to trading and consumer laws, business and consumer protection is critical. Find out how to implement systems and processes that will protect and grow your business and mitigate costs and penalties and damage to your reputation. This course builds on the Foundation course and prior to the course date, you are invited to submit real-life case studies for review during the course, where approaches and solutions will be explored.

*This course is delivered by The Trading Standards Institute.*

### WHO IS THE COURSE FOR?

Business owners and managers requiring an advanced and more detailed knowledge and understanding of trading and consumer laws, business compliance and consumer protection. Designed for all sizes of company - sole traders, small businesses and larger motor retail groups, franchised and independent dealerships. Learners need to have completed the Foundation level course.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Demonstrate an enhanced knowledge of Trading Standards law applicable to the retail motor industry.
- Develop the ability to work through practical cases to complete compliance.
- Develop skills to produce and administer a robust due diligence system.
- Understand how to implement a customer complaints procedure to ensure swift and appropriate actions.
- Develop skills to champion fair trading and act as a beacon for best practice.

<b>CPD Credit Value</b>	<b>9</b>
<b>Member Price</b>	<b>£134.00 + vat</b>
Non-Member Price	£158.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI.
	Bespoke/in-house option also available

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## SELECTING THE RIGHT PEOPLE

### COURSE OVERVIEW

This course covers good practice in finding and selecting new recruits using objective selection methods, and will provide managers with the skills and knowledge to induct new starters and ensure that they are able to contribute to the success of the business from day one.

*This course is delivered by Grass Roots.*

### WHO IS THE COURSE FOR?

All line managers, particularly those who have responsibility for recruiting and inducting new employees, and managing people during probationary periods.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Manage the selection process to ensure the “best fit” candidates are selected for vacant positions.
- Identify selection criteria, personal specifications and weighting requirements for vacancies.
- Conduct criteria based interviews gathering, recording and scoring evidence to support job criteria.
- Operate a fair and transparent selection process which complies with current legislation.
- Select and promote suitable internal candidates for vacant and new job positions.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£218.00 + vat</b>
Non-Member Price	£290.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI
Bespoke/in-house option also available	



# MANAGEMENT AND LEADERSHIP

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*“The course was set at the right level -  
you came away wanting to know more.  
Thank you for a good course.”*

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## COACHING SKILLS

### COURSE OVERVIEW

Coaching plays a central role in the development of a successful working relationship between a manager and the team, and as such it is a fundamental part of any manager's skill set. This course includes dealing with the root cause of problems, the latest theories on motivational techniques and how to give effective feedback. It uses specific examples to help the learner understand what motivates their team members and looks at how the way in which they give feedback can affect motivation and performance.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to people at all levels, whether they manage others or wish to develop management skills as part of their personal and professional development. Those who are new to management or are preparing to take on a management role will find that this course provides a solid basic knowledge of coaching on which to build their experience. More experienced or senior managers will value the opportunity to spend time refreshing or developing their coaching skills. Experience working as a manager or in a supervisory role would be useful but not critical.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand what motivates you and those around you.
- Choose the right motivational technique for different individuals and situations.
- Use feedback effectively to help individuals realise their potential.
- Get positive results from both motivational and corrective feedback.
- Understand the importance of coaching in the context of your role as a manager.
- Apply effective coaching methods.
- Plan and run successful group feedback sessions.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## LEADERSHIP SKILLS

### COURSE OVERVIEW

Many people make the mistake of thinking that leadership is something that only very senior people have to consider. In fact, leadership is a key skill that every manager needs to master. This course includes transformational leadership and goal translation and will help you to develop your leadership skills and use them to provide direction for your team. It also includes how to manage cross-functional teams and write effective mission statements.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to both those that manage others or who wish to develop management skills as part of their personal and professional development. Those who are new to management or are preparing to take on a management role will find that this course provides an understanding of the leadership skills they will need to progress and how to develop them. More experienced or senior managers will value the opportunity to spend time refreshing or developing their leadership skills.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand what it means to be a manager in your profession.
- Understand the three levels of management and apply them in practice.
- Recognise the main leadership styles and judge which approach to take in different situations.
- Differentiate between goals and objectives and understand how they relate to one another.
- Translate the goals of the company as a whole into individual 'smart' objectives.
- Use ongoing performance criteria to manage your team more effectively.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>5 hours</b>
<b>Venue</b>	<b>N/A</b>

## MANAGERIAL MEGATRENDS AND FINANCIAL CONTROL

### COURSE OVERVIEW

It is almost a cliché to say that we are living through rapidly changing times, but it is vital that managers are alert to its implications. This course takes the learner through the predominant changes in the business environment during this time of rapid transformation, and how these changes have impacted management practice. The course looks at both general management and then the control function. It takes the learner through a range of scenarios which help them think about how they and their organisation can respond to today's challenging environment.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to all professionals who want to embrace new ideas, theories and ways of working.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the origins of volatility and its impact on management.
- Appreciate the importance of the growing emphasis on strategy.
- Develop a forward-looking, outward-looking and dynamic financial management model.
- Understand the transition from old models to new, and think about how their business can adapt.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>5 hours</b>
<b>Venue</b>	<b>N/A</b>

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MANAGING CHANGE AND TRANSFORMATION

### COURSE OVERVIEW

Change is an unavoidable 'norm'. This course helps you to consider how you can have a positive impact on the future of the organisation through change. It will show you how to build a change ready culture, make smart decisions and implement innovative ideas. It also explores the cultural influences and cross cultural responses to change. Learners will also find out how to win management support, set goals and build a team of implementers as well as sustain change in the long term.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for managers at all levels or anyone who can influence or make change within a business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand why change matters and the link between change and innovation.
- Understand how to share creative ideas and experiences, deal with failure, reassess process and systems and how to build a diverse and adaptive team.
- Understand the most common barriers to change and how to overcome them.
- Describe how to get others to engage in your vision, communicate to others about change and how to balance change ,opportunity and risk.
- Understand how to make effective decisions, cope in a crisis and communicate about uncertainty.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

## MANAGING FROM WITHIN THE TEAM

### COURSE OVERVIEW

Managers too often think of themselves as sitting above the people they manage, but in reality every manager is also a member of their own team. This course helps managers to balance these two roles, manage their team's workload and delegate effectively. The course takes the learner through how to successfully communicate at different levels within the organisation as well how to avoid or manage conflict within their team.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to people working in the industry at all levels, whether they manage others or wish to develop management skills as part of their personal and professional development. Those who are new to management or preparing to take on a management role will find that this course provides invaluable guidance on how to approach the role of manager within a team. More experienced managers will value the opportunity to spend time brushing up on their skills and refreshing their approach to management.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to get the balance right between doing and managing.
- Understand how to manage time well and delegate effectively.
- Understand how to be responsible as a role model to the team and what it involves.
- Understand how behaviour can shape the behaviour of others.
- Understand when and how to offer help to team members.
- Understand how to provide help to team members without taking over.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£60.00 + vat</b>
<b>Non-Member Price</b>	<b>£75.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>3 hours</b>
<b>Venue</b>	<b>N/A</b>

## MANAGING HIGH PERFORMING TEAMS

### COURSE OVERVIEW

Successful team management can provide a multitude of benefits to an organisation. A high performing team increases morale, improves productivity and efficiency, and provides better overall organisational performance. This course will equip managers to create, develop and nurture a streamlined team. Learners will understand the different stages of team development, how to adopt the most appropriate approach, and how to handle issues such as team performance, politics, dynamics and power structures.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course will appeal to people at all levels including new managers or those preparing to take on the role. More experienced or senior managers will value the opportunity to refresh their skills and approach.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand your role within the team, what the team needs and how to focus management inputs to provide this.
- Give the team direction by translating business goals into team goals and objectives.
- Adapt behaviour to achieve better results and enhanced team performance.
- Balance own work with the needs of the team, therefore increasing own productivity.
- Delegate effectively and provide help without taking over.
- Enable an environment that allows team members to learn the skills that they need to do their job better.
- Understand how to analyse whether the team is performing to their full potential.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>5 hours</b>
<b>Venue</b>	<b>N/A</b>

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



# MANAGING PROFESSIONALS FOR RESULTS

## COURSE OVERVIEW

To manage professionals to best effect you need to develop a variety of managerial skills. This course will help you hone your leadership skills to enable you to point your team in the best direction, improve your ability to coach and get the best out of your team. It will also help you position yourself within the team to act as a role model and effectively balance your team's workload.

*This course is delivered by Nelson Croom.*

## WHO IS THE COURSE FOR?

This course is designed to appeal to all professionals who manage a team of any size.

## WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Understand what management is and how to nurture a talent for managing people.
- Understand how coaching and leadership skills affect your team.
- Understand the best approaches to use when managing professionals.
- Understand the different roles managers are expected to take as part of their team and how to effectively fulfil these different roles and manage from within a team.
- Understand how to give feedback to those in your team and also avoid or resolve any conflict which arises.

CPD Credit Value	5
Member Price	£70.00 + vat
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## MANAGING THROUGH A RECESSION

### COURSE OVERVIEW

Whether you are concerned about your own business or wanting to support your clients going through difficult times, this course will enable you to think through your approach to managing a business through a recession. Working through the process of understanding what is going on, assessing the damage, planning under pressure and making it happen, learners will develop their approach and engage in a dialogue with their peers.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to professionals, both in finance functions and other areas, who are looking for a practical course that enables them to apply business theory to successfully manage their organisation through a recession. Access to financial and management information required.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand and predict what could go wrong in a downturn and spot it early.
- Assess the likely impact of any issues.
- Develop a plan to address problems.
- Demonstrate the right actions and measures to ensure your plan works.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

## MOTIVATION MATTERS; MOTIVATING YOUR TEAM

### COURSE OVERVIEW

You can't do it on your own – many managers have failed by not knowing how to motivate and get the best from their teams – and spend more time solving people's issues instead of moving their business forward. This bite-size webinar is designed to help you as a busy manager or leader to get your team performance from being just 'OK' to being a high performing unit that really can deliver results.

*This course is delivered by the RTS Group.*

### WHO IS THE COURSE FOR?

Principals, company managers, team managers, team leaders, supervisors.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the importance of motivation to performance.
- Recognise and value the range of motivational factors that you can harness to encourage high performance.
- Create targets, goals and objectives that motivate.
- Describe ways to improve people's motivation, especially when the going gets tough.
- Demonstrate a style to drive people, including you, to even higher performance.

<b>CPD Credit Value</b>	<b>2.5</b>
<b>Member Price</b>	<b>£99.00 + vat</b>
Non-Member Price	£25.00 + vat
Course Format	Webinar
Course Duration	1.5 hours
Venue	Online

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## RISK MANAGEMENT

### COURSE OVERVIEW

Managers need to be fully aware of potential risks to the business and actions or strategies that will enable the business to cope should the risks become reality. The risks may be external such as a natural disaster e.g. earthquakes or floods, or internal such as a failure to comply with regulations, or issues with financial control. If the business is risk aware, evasive action can quickly be taken. This course looks at the context in which the concept of risk management has developed, the sort of infrastructure and processes it requires, and the impact it has on traditional control systems. It also looks at some of the problems which have made national and international news.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to professionals working at all levels.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the concept of risk management.
- Identify the impact risk management has on a company.
- Understand the processes required for risk management to be put in place.
- Develop an understanding of the Bribery Act and its implications.
- Use recent risk management disasters to help avoid future problems.
- Manage the effects of extreme events on a business.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## STEP INTO MANAGEMENT

### COURSE OVERVIEW

This course introduces the basic core management skills required to successfully manage a team within a department. It gives the learner the tools to be able to supervise, guide and motivate a team and the individuals within it whilst managing their performance. It is a stepping stone to higher level management courses.

*This course is delivered by Grass Roots.*

### WHO IS THE COURSE FOR?

First line managers newly promoted to a supervisory role, existing first line managers looking to improve and enhance their skills or staff members who have been identified as potential supervisors in the future.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Avoid pitfalls as a newly-promoted member of staff.
- Effectively delegate key tasks and responsibilities.
- Demonstrate the skills required to handle difficult situations with staff and customers.
- Explain the different ways in which staff can be motivated.
- Give practical examples of how to help keep a team focused.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£218.00 + vat</b>
Non-Member Price	£290.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI. Bespoke in-house options available.

## THINKING STRATEGICALLY

### COURSE OVERVIEW

Strategic thinking is all about dealing with uncertainty, questioning the status quo and using a mixture of creative and analytical skills. This course shows learners why strategy is important and how to think strategically within their own organisation. Learners will discover some of the key strategic theories, learn how organisations develop and implement strategy, and try out the key tools used in strategy analysis and formulation.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

Professionals and specialists from all sub-sectors who are undertaking a strategic role.

### WHAT WILL I GET OUT OF IT?

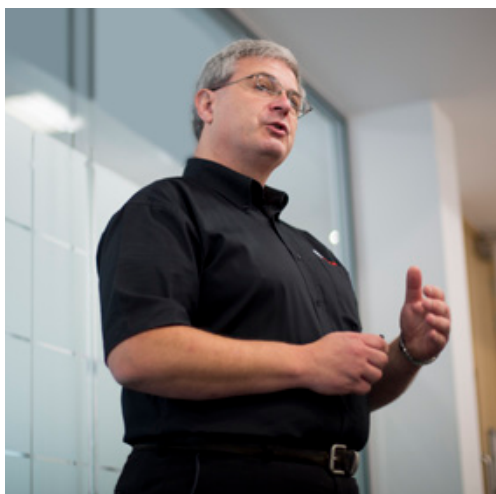
#### You will be able to:

- Understand how to contribute effectively to strategic debates and processes within your organisation.
- Understand how to monitor and evaluate what you have been doing effectively.
- Understand and use different strategic tools.
- Understand how to use newly learned skills for strategic planning and thinking.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## LEADING THE TEAM

### COURSE OVERVIEW

This course will give managers the confidence to develop a leadership style which suits their role and personality while inspiring their team and driving performance in line with the overall needs of the business.

*This course is delivered by Grass Roots.*

### WHO IS THE COURSE FOR?

Existing managers and people aspiring to move into management positions, particularly those who are new to management and/or keen to develop their leadership style and their impact on others.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Set clear standards of performance and high expectations for self and the team.
- Explain the importance of integrity, visibility and consistency in words and actions.
- Gain commitment and accountability through an inclusive and assertive management style.
- Build confidence in the team maintaining a balanced and positive approach in times of pressure.
- Encourage buy in by helping people see the value of win/win solutions.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£247.00 + vat</b>
Non-Member Price	£290.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI
Bespoke/in-house option also available	

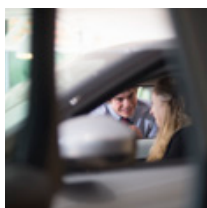


# PERSONAL EFFECTIVENESS AND DEVELOPMENT

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*“Training has helped me have less return of faulty workmanship, more available hours to sell, and technicians getting it right first time.”*

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## ADVANCED NEGOTIATION

### COURSE OVERVIEW

The ability to negotiate effectively in any situation is a skill that can be learnt like any other. This course enables you to hone and improve your negotiation techniques and strategies. You will be able to plan for complex negotiations, ensuring that the outcome of any negotiation undertaken is successful, and you will learn how to handle difficult situations as they arise.

The first module of this course is a refresher of 'Negotiation Skills - The Principles' and also covers the process of negotiation, the trading of constants and variables in order to achieve a successful outcome, the balance of power and persuasion and rapport building techniques. It will give more experienced negotiators the opportunity to refresh their skills, while also providing an overview for those looking to improve their negotiation skills for the first time.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for experienced professionals looking to improve and refresh their skills in negotiation. Ideally 'Negotiation Skills - The Principles' will have been completed first. See page 70.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the principles of negotiation and negotiation dynamics.
- Understand how to use NLP to build rapport.
- Understand how to trade concessions effectively.
- Understand how to reach an acceptable conclusion for both parties by using constants and variables.
- Understand how to handle difficult situations and difficult people.
- Understand and avoid some of the common traps in negotiations.
- Understand when not to negotiate and when to say no.
- Understand how to resolve conflict and create a positive atmosphere for agreement.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## COMMUNICATING COMPLEX IDEAS

### COURSE OVERVIEW

How do you explain complicated concepts and issues to colleagues or others who do not have your technical expertise? Whether getting support for ideas from senior management or communicating critical issues to customers and non-technical colleagues, professionals in a wide range of disciplines are increasingly finding that to succeed they need to sharpen their communication skills to augment their technical expertise.

Sharing the full detail of an issue risks baffling the recipient; simplifying the matter can be difficult without misleading. This course provides a professional process for a professional audience to develop their skills in this under-emphasised area.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to professionals working at all levels.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the principles of good communication.
- Describe appropriate techniques and tools to deliver effective communications.
- Demonstrate how to plan and design an effective communication.
- Understand how to make the communication fit the audience.
- Understand how to work with the media and who they are.
- Understand how to deliver very complex ideas and to international audiences.
- Understand how to manage risks and to mitigate them.
- Understand how to evaluate approaches to communication.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>5 hours</b>
<b>Venue</b>	<b>N/A</b>

## DECISION MAKING

### COURSE OVERVIEW

The way that we make decisions is important to the teams and organisations that we are a part of. It establishes reference points and highlights what is important. When done well it creates clarity and precision, when done badly it confuses issues and makes a team unsure about their goals and motivation. This course looks at the key skills needed in the decision making process and gives professionals the skills they need to put them into practice.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is particularly suitable for managers who want to learn new decision making skills or refresh their techniques in order to better manage their team.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify and analyse key decisions to be made.
- Demonstrate the core skills used when making decisions.
- Demonstrate both analytical and creative approaches.
- Understand how to research and plan the decision making approach effectively.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>4 hours</b>
<b>Venue</b>	<b>N/A</b>

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## DEVELOPING YOUR PROFESSIONAL CAREER

### COURSE OVERVIEW

Every professional should actively manage their career, maintain professional knowledge, gain appropriate experience and develop in their chosen field. This course will help you to take responsibility for the direction of your personal career, to consider what makes you marketable and to develop your future career path including internal careers, careers abroad and extended career breaks.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is ideal for all professional people in any job role within the industry.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Explain self limitations and understand how your values influence your choices.
- Describe what is in your personal tool kit and what motivates you.
- Understand the different aspects of a recruitment and selection process and how to prepare for them.
- Describe what a career ladder is and how to optimise your career, confidence and reputation.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## EFFECTIVE COMMUNICATION

### COURSE OVERVIEW

The way you communicate can affect every aspect of your work. If you think you are not being taken seriously - your ideas and inputs are being lost - it may not be because of the standard of your work, but because of how you are putting yourself and your ideas across. To make an impact on your business, and to achieve business goals, communicating effectively is key.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to people in all functions at all levels. Those who are less experienced may not have considered these topics before and will find significant improvements in the way they operate and in their overall effectiveness. More experienced or senior people will value the opportunity to spend time on these critical issues discreetly.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Interact more effectively with colleagues, customers and suppliers by developing listening skills.
- Deliver professional and effective presentations that engage your audience and ultimately help you achieve their objectives.
- Plan, structure and write compelling business reports that put across your point and support your cause.
- Increase effectiveness by both improving your ability to understand other people's needs and developing the effectiveness with which you present ideas.

<b>CPD Credit Value</b>	<b>3</b>
<b>Member Price</b>	<b>£60.00 + vat</b>
<b>Non-Member Price</b>	<b>£75.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>3 hours</b>
<b>Venue</b>	<b>N/A</b>

## MANAGING RELATIONSHIPS

### COURSE OVERVIEW

Do you understand how your behaviour can influence other people? A good understanding of working relationships can give you the power to persuade, motivate and delegate more effectively and get the best out of the people around you. This course helps the learner understand the complexities of managing relationships and gives advice on how to enhance the way they interact with their colleagues.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to people in all functions at all levels. Those who are less experienced may not have considered these topics before and will find significant improvements in the way they operate and in their overall effectiveness. More experienced or senior people will value the opportunity to spend time on these critical issues discreetly.

### WHAT WILL I GET OUT OF IT?

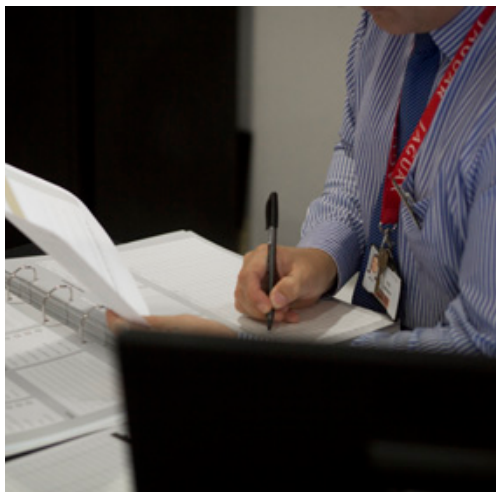
**You will be able to:**

- Understand how influence and persuasion can help get what you want from working relationships.
- Generate enthusiasm and buy-in for ideas and projects.
- Understand how to achieve objectives through delegation.
- Understand why some relationships are difficult and how to improve them.
- Understand how to get the most out of colleagues, even those over whom you have no direct control.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
<b>Non-Member Price</b>	<b>£85.00 + vat</b>
<b>Course Format</b>	<b>E-learning</b>
<b>Course Duration</b>	<b>4 hours</b>
<b>Venue</b>	<b>N/A</b>

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MANAGING WORKLOAD

### COURSE OVERVIEW

We all have times when we have to work to tight deadlines, or feel we have too much to do, but we shouldn't be fooled into thinking there is nothing we can do about it. This course is designed to help all professionals at any level effectively manage their workloads. The course will provide learners with time management skills whilst identifying what to prioritise and how to cope with an excessive workload.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

Professionals at all levels within a business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to make the best use of KPIs, avoid time-wasting and focus on the tasks that deliver greatest value to you and your organisation.
- Understand how to set clear, workable goals and achieve them, and reduce frustration and stress by ensuring workload is manageable and contribution adds value to the organisation.
- Understand how to be more efficient at work and find more time for yourself.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## MANAGING YOUR BEHAVIOUR AT WORK

### COURSE OVERVIEW

This course looks at some of the key aspects of behaviour in the workplace. How to make a good first impression and get the most out of other people is key to the success of a team and business. Managers will understand how to demonstrate more confidence and motivation through their own behaviour and how to behave in a more assertive way in their dealings with others. You will also understand how to anticipate, recognise and cope with stress.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for anyone who interacts with colleagues or customers during the course of the working day.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to reduce stress or to use it to improve performance.
- Describe what causes anger and how it can be expressed constructively and considered acceptable to do so.
- Explain the characteristics of low confidence and how to deal with bullies.
- Understand what body language is in terms of four body language modes.
- Understand how to recognise cultural differences to influence acceptable behaviour.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## NEGOTIATION SKILLS - THE PRINCIPLES

### COURSE OVERVIEW

Being able to negotiate effectively will benefit you both in and outside of the workplace. This course will help you to learn some practical negotiation techniques and strategies, and to plan your negotiations to give you the greatest chance of success.

Covering the principles, preparation and practice of negotiation skills, the course combines theory with practical activities and scenarios to help you put what you learn into practice.

*This course is provided by Nelson Croom.*

### WHO IS THE COURSE FOR?

Suitable for anyone who negotiates with suppliers, partners, customers or colleagues.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to plan all negotiations effectively.
- Identify own negotiation style to help you improve.
- Understand how to adapt negotiation style to suit the context of the situation.
- Understand how to prepare in a way that will ensure the best results.

<b>CPD Credit Value</b>	<b>3</b>
<b>Member Price</b>	<b>£60.00 + vat</b>
Non-Member Price	£75.00 + vat
Course Format	E-learning
Course Duration	3 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## PROBLEM SOLVING

### COURSE OVERVIEW

This course is designed to introduce managers and other employees to a variety of options for problem solving either independently or in collaboration with their teams. You will learn and practice using key skills, techniques and tools which will support you as you identify, analyse and solve problems.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for anyone in a business who could be involved in finding solutions to problems for themselves, their team or the business as a whole.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the importance of thorough analysis regarding key issues and root causes of problems.
- Use analytical problem solving techniques, including data collection and analysis in order to establish the facts and develop a successful solution.
- Understand techniques to encourage creative thinking skills.
- Understand who should be involved in the problem solving process and how to assess and implement successful solutions for all stakeholders.

<b>CPD Credit Value</b>	<b>4</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## PROFESSIONALISM AND ETHICS

### COURSE OVERVIEW

Trust, transparency, ethics and corporate social responsibility are high on the business agenda. Reorganising ethical issues and making appropriate and effective decisions are not easy with few straight forward solutions. This course provides the tools and the opportunity to practice using them to help manage ethical dilemmas and learn about communicating in uncomfortable situations.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for managers with a responsibility for Corporate Social Responsibility policy in the business.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand ethics, morals and values and know the importance of behaving ethically.
- Understand personal values and boundaries and how they fit with a business and professionally.
- Explain why people behave unethically.
- Understand the difference between acting legally and ethically.
- Understand the real value of Corporate Social Responsibility

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

## DEVELOPING YOURSELF

### COURSE OVERVIEW

This course will provide managers with a clear understanding of the benefits of self development in terms of their own careers and the performance of their teams and the business overall. It will explore the role of professionalism and ethics in modern management and enable managers to take control of their own learning and generate measurable impacts in their own performance.

*This course is delivered by Grass Roots.*

### WHO IS THE COURSE FOR?

All managers who are seeking a greater understanding of how they can take control of their own careers and develop themselves to improve their performance and generate better long term results for themselves, their teams and their organisations.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

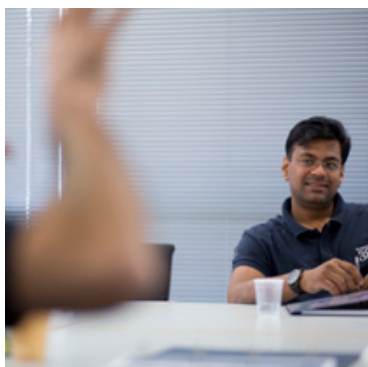
- Seek out learning, development and keep abreast of latest thinking and trends.
- Promote high levels of ethical standards and behaviour to others.
- Demonstrate self awareness and recognises the impact of their behaviour on others.
- Share knowledge of own strengths and areas for development with others.
- Invite feedback on personal performance and use it to change their own behaviour.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£247.00 + vat</b>
Non-Member Price	£290.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI
Bespoke/in-house option also available	

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## PROJECT MANAGEMENT

### COURSE OVERVIEW

Balancing important short term tasks with the completion of critical but longer term project-based work is a key challenge for every professional. This course will provide the essential knowledge and skills for managers so they can understand how to manage and motivate a team to pull together to complete a project successfully, whilst monitoring project risk. It will provide project managers with the necessary tools for starting and finishing a project successfully.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is designed to appeal to staff responsible for project work. Less experienced staff will find that the course will help them understand the process and be more effective at managing a project. More experienced or senior people will value the opportunity to spend time reviewing their approach to project management techniques.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand what a project is so you can clearly define what is involved to ensure each stage of the project can be understood and implemented effectively.
- Ensure you deliver projects on time and within budget by understanding what management tools to use, how to schedule, plan and cost a project.
- Maximise your chance of success by ensuring your project teams have the right blend of knowledge, experience and perspectives.
- Minimise the chance of problems with the project by learning techniques for managing risk and maintaining quality.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A



# SALES, MARKETING AND COMMUNICATIONS

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*“It’s been easy to work towards the requirement for 90 CPD credits. It’s just a few hours a month.”*

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## ADVANCING THE SALE

### COURSE OVERVIEW

Many professionals are uncomfortable with the idea of selling. As a result they fail to explore the needs of their clients fully and propose solutions too early. This undermines their professional relationship and alienates their clients. 'Advancing the Sale' places the customer at the heart of the process. It shows how, by focusing on the client and moving at a speed they are comfortable with, you can persuade them to accept your professional advice by involving them more in creating the solution to their needs.

It provides the tools to help you to help them through each stage of the buying process, first creating interest and awareness of a need, then getting them excited, convincing them of the merits of a solution and closing on a new course of action.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is ideal for anybody involved in developing long-term relationships with clients.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Focus on the customer to understand their needs.
- Earn the right to advance the sales discussion by being sensitive to the pace customers are happy to move at.
- Create compelling 'intelligent stories' that will engage a potential customer's interest.
- Uncover the customer's needs by using open, closed and intelligent questions.
- Develop the customer's sense of need by identifying, widening and bridging the gap between their current position and where they would like to be.
- Focus the customer's interest by involving them in devising and exploring options.
- Close in a natural way that leaves the customer feeling positive about the sale.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## HIGH IMPACT VEHICLE SALES GROWTH AND PROFITABILITY

### COURSE OVERVIEW

Everyone knows how significant sales achievements are for the business - but how do you really make this happen consistently and across the entire team?

This highly interactive course will introduce the fundamental dynamics of high impact professional sales behaviour, focusing in on how to achieve genuine customer collaboration as well as the practical skills to develop the assertiveness and confidence for influencing others. Equipped with a six-step model of understanding, participants will have the opportunity to direct this towards their own business environment in order to help achieve sustained sales growth and profitability.

*This course is delivered by PAR Automotive.*

### WHO IS THE COURSE FOR?

New and used vehicle salespeople - all experience levels.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Describe the principles and benefits of implementing the customer-centred sales process for today's retail environment.
- State the key elements of the sales process and positive influence on sales results, customer satisfaction and profitability.
- Understand how to utilise appropriate communication methods to build trusting customer relationships.
- Understand how to design a structured sales approach that meets individual customer requirements.
- Understand how to gain commitment on the product and price suitability and handle the most common forms of resistance that occur.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£138.00 + vat</b>
Non-Member Price	£183.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI
Bespoke/in-house option also available	

## HIGH IMPACT VEHICLE SALES TELEPHONE CONVERSIONS

### COURSE OVERVIEW

With more customers than ever researching their buying decision, the fully prepared customer on the phone can easily become a lost opportunity. This one day, fast moving course will study how to get the most from verbal communication, highlight the most common mistakes and provide credible solutions to maximise on this vital sales area.

Live trainer models will build the framework for the structured approaches that can be applied with every incoming and outgoing telephone call and with appointed customer closing ratios as high as 1:2, participants will identify the massive potential of getting it right every time. Most of all they will be sufficiently motivated to want to put the ideas into practice on return to the workplace.

*This course is delivered by PAR Automotive.*

### WHO IS THE COURSE FOR?

New and used car & LCV salespeople - all experience levels.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Understand how to overcome telephone communication disadvantages and initial customer objections.
- Develop a structured approach for conducting incoming and outgoing sales calls that satisfies appropriate criteria.
- Identify customer needs during the call and match suitable benefits to them.
- Understand how to construct effective communication 'accelerators' that reinforce the customer buying process.
- Understand how to reach agreement on the appropriate course of action: either a face-to-face appointment or an agreed follow up date and time.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£156.00 + vat</b>
Non-Member Price	£183.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI
Bespoke/in-house option also available	

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MARKET RESEARCH

### COURSE OVERVIEW

A detailed understanding of your customers or clients is probably the most important foundation of every organisation's marketing effort. Having that knowledge can make a crucial difference to your success. It can make your marketing campaigns hit the bull's eye every time - or miss with disastrous results.

In today's challenging times more organisations are making greater use of market research than ever before and that means a working knowledge of market research is essential.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is suitable for professionals from different functional areas such as development, marketing, education and membership.

### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Understand how to create competitive advantage in your organisation.
- Understand how to increase sales, fundraising or membership recruitment by using existing data.
- Understand how to select a market research agency.
- Understand how to clearly define and communicate the objectives of the research project so that it stays on track.
- Understand how to use market research to develop successful new products and services.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

## MERCHANDISING TO DRIVE PARTS SALES

### COURSE OVERVIEW

It does not matter where you shop, or how you shop, you will be subjected to terrific merchandising techniques each and every time you enter a business. Regardless of whether it is a fuel station, a supermarket, or a home DIY store, the company you visit will have spent a considerable amount of energy merchandising their store for three objectives: to help you make impulse purchases, pre-condition your mind for future visits, and of course, satisfy the demand that motivated you to visit to the store.

You too can learn these techniques that make great retailers so successful, from the theory behind what makes parts and accessories customers buy and how they buy, to practically merchandising parts and accessories displays to generate additional business.

*This course is delivered by Ascari Training and Consulting Ltd.*

### WHO IS THE COURSE FOR?

Parts & accessories sales advisors, parts & accessories supervisors with responsibilities for merchandising and display.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Distinguish the difference between the role of marketing and merchandising.
- Identify the various psychological factors that drive customers to buy.
- Identify how customers prefer to shop.
- Identify how to conduct a customer flow analysis.
- Identify how to plan the store for effective customer flow.
- Distinguish between vertical and horizontal merchandising.
- Identify the various merchandising medium available to use.
- Identify how to plan the store.
- Identify how to plan physical merchandising and display of product.
- Demonstrate how to merchandise product and displays.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£257.00 + vat</b>
Non-Member Price	£302.00 + vat
Course Format	Classrom
Course Duration	2 Days
Venue	Fanshaws, IMI.
	Bespoke/in-house option also available

## PRINCIPLES OF CONSULTATIVE SELLING

### COURSE OVERVIEW

People buy from people they trust and understand their issues. The way a professional develops their relationships with their customers is key to their success. This course will develop skills in successful selling. It covers how to focus on connecting with customers and how to develop trustworthy relationships with a focus on sales meetings and the sales process.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is ideal for anybody involved in developing long-term relationships with clients within a sales environment.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

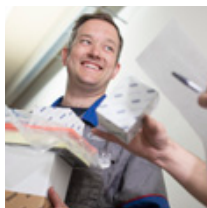
- Understand the core attitudes and beliefs shared by successful sales people and place them at the heart of your approach and navigate the steps involved in the consultative selling process.
- Develop and use key selling skills to build more effective relationships with customers and develop intelligent questioning strategies.
- Make the most out of meetings with customers and potential customers.
- Create compelling 'intelligent stories' that will engage a potential customer's interest and help customers to understand their needs and involve them in developing appropriate solutions.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	4 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## PRO SALES SKILLS FOR PARTS SALES ADVISORS

### COURSE OVERVIEW

Selling parts and accessories require sales skills, skills that have to be learned and practised and practised every day. The difference between serving and selling is huge, and it is the best trained professional parts and accessories sales advisors that take advantage of this fact and not just search out each and every sales opportunity but successfully convert them into valuable sales invoices as well. This course has been designed to provide parts and accessories sales advisors with the professional parts and accessories sales skills needed to convert simple enquiries into valuable sales orders, and to seek out and sell up additional products when purchase orders are placed.

*This course is delivered by Ascari Training and Consulting Ltd.*

### WHO IS THE COURSE FOR?

Parts and accessories sales advisors, parts and accessories managers.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify the importance of the role of the parts sales advisor within the business in generating sales.
- Describe the skills, attitude, knowledge and behaviours needed to perform the role effectively.
- Identify how to welcome customers and create a positive first impression.
- Distinguish the difference between the different types of needs, desires and motives.
- Demonstrate how to successfully explore customers' needs and motives for buying.
- Identify the techniques to manage and lead the parts sales conversation.
- Distinguish the difference between features, uses and benefits.
- Demonstrate how to make sales presentations and match them to the customers' requirements.
- Identify the process and learn how to use it to overcome product objections.
- Identify the attitude and skills and behaviours needed to present price with confidence.
- Demonstrate how to secure sales enquiries by converting them into orders.
- Demonstrate the true value of customers.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£257.00 + vat</b>
Non-Member Price	£302.00 + vat
Course Format	Classroom
Course Duration	2 Days
Venue	Fanshaws, IMI.
Bespoke/in-house option also available	



## PRO SALES SKILLS FOR PARTS SALES REPRESENTATIVES

### COURSE OVERVIEW

The role of the trade parts sales representative is critical to the growth of any trade parts operation. Yet many people even those with experience of the industry, fail to grasp the principle that a great parts sales representative will be the major driver in new business acquisition and the fosterer of strong and long term client relationships.

This course has been designed to provide trade parts sales representatives with the professional sales and territory management skills needed by field based personnel in order to succeed. The course encompasses many skills from territory planning, pre call research and making introductions with impact, to questioning skills, developing conversational skills, understanding personality types, presentation skills and of course commitment winning techniques. All of which is necessary if sales growth is to be achieved.

*This course is delivered by Ascari Training and Consulting Ltd*

### WHO IS THE COURSE FOR?

Parts sales representatives, parts managers with responsibilities for outside sales.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Define the role of the professional parts sales representative in driving business growth.
- Identify the skills knowledge attitudes and behaviours required to perform the role successfully.
- Identify the role of psychology in trade sales development.
- Identify the different drivers of personality types.
- Identify how to create time efficient journey plans.
- Describe pre-visit sales activity.
- Identify how to make a positive introduction.
- Explain how to lead and manage the conversation to explore the needs and motives of the customer.
- Demonstrate how to make powerfully persuasive sales presentations.
- Identify how to meet sales objections and successfully overcome them.
- Demonstrate how to use commitment techniques to win business.

<b>CPD Credit Value</b>	<b>23</b>
<b>Member Price</b>	<b>£340.00 + vat</b>
Non-Member Price	£453.00 + vat
Course Format	Classroom
Course Duration	3 Days
Venue	Fanshaws, IMI. Bespoke/in-house option also available

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## PRO TELEPHONE SALES SKILLS FOR OUTBOUND PARTS TELEMARKETING TEAMS

### COURSE OVERVIEW

Parts telemarketing is undoubtedly the single most difficult sales role in the parts business, yet despite this and far too often, businesses underestimate the skills, attitudes and behaviours required by personnel to perform this role competently.

This course has been designed to provide parts telemarketing personnel with the attitudes, skills, knowledge and behaviours needed to make successful out bound business to business sales calls to parts customers.

*This course is delivered by Ascari Training and Consulting Ltd.*

### WHO IS THE COURSE FOR?

Parts and accessories tele-sales personnel, and parts sales staff who have responsibility for making outbound B2B calls.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify the differences between receiving incoming sales enquiries and making outgoing B2B trade parts calls.
- Identify the attitudes and behaviours needed to excel in this role.
- Identify the importance of the tone, timbre and words used in this role.
- Describe the psychological events that the customer must experience if the call is to be successful.
- Identify the importance of the first 30 seconds of the call.
- Identify how to motivate the customer.
- Describe how to explore and create customer needs.
- Identify how to make an effective and dynamic sales presentation over the telephone.
- Describe how to overcome sales resistance.
- Identify how to close on the sales objectives.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£227.00 + vat</b>
Non-Member Price	£302.00 + vat
Course Format	Classroom
Course Duration	2 Days
Venue	Fanshaws, IMI. Bespoke/in-house option also available

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## PRO TELEPHONE SKILLS FOR PARTS SALES ADVISORS

### COURSE OVERVIEW

The telephone is the greatest single medium by which retail and trade parts and accessories customers place the majority of their sales enquiries or orders. Because of this every business needs to be on top of their game with regards to the way in which customer calls are received and how the opportunity for generating sales is managed. This course has been designed to equip parts teams with the professional telephone skills needed in order to create a positive impression of the company and to generate parts business from the incoming call.

*This course is delivered by Ascari Training and Consulting Ltd.*

### WHO IS THE COURSE FOR?

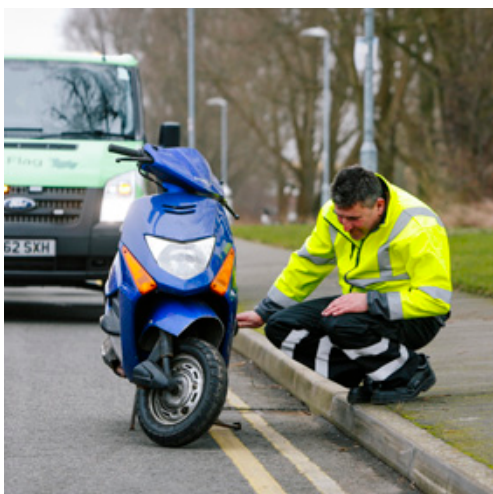
Parts and accessories sales advisors, parts and accessories administration staff and parts and accessories supervisors.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify how customers react to the manner in which telephone enquiries are handled by different companies and personnel.
- Identify the expectations of customers, prospective customers and parts and accessories sales teams.
- Identify how to exceed the needs and expectations of customers and prospective customers.
- Distinguish the differences between auditory and visual communication.
- Describe the attitude and behaviour needed by parts and accessories sales advisors when responding to telephone calls.
- Describe the importance of the Pro Telephone Skills Process.
- Identify the individual steps that make up the Pro Telephone Skills Process.
- Demonstrate how to successfully use the Pro Telephone Skills Process.

<b>CPD Credit Value</b>	<b>14</b>
<b>Member Price</b>	<b>£128.00 + vat</b>
Non-Member Price	£151.00 + vat
Course Format	Classroom
Course Duration	1 Day
Venue	Fanshaws, IMI. Bespoke/in-house option also available



## PROMOTING YOUR SMALL BUSINESS

### COURSE OVERVIEW

The recession has unfortunately hit many businesses, forcing them to cut costs. This often starts with marketing, seen as an expense as it is often not easy to see what the cost produces. But marketing done properly is an investment, and you can see what you get for your money. This course provides practical marketing advice to enable learners to achieve maximum results for their efforts and investment. The course looks at why marketing matters, why potential customers should choose you, the priorities for success, successful direct marketing and developing a marketing brief.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is aimed at both new and experienced professionals.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

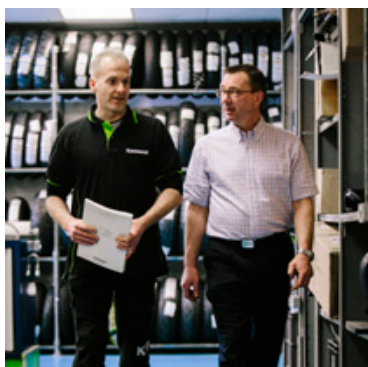
- Understand how to assess current marketing activities and decide what other types of promotion will work best for the business.
- Describe what aspects of the business differentiates it from competitors.
- Understand how to target potential customers and retain existing customers.
- Understand how to build and develop a targeted marketing database.
- Understand how to maximise return on investment.

<b>CPD Credit Value</b>	<b>6</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## SELLING SKILLS FOR SERVICE ADVISORS

### COURSE OVERVIEW

This essential training programme aims to equip participants with the key communication and sales skills to influence, commit and retain customers. It focuses on the core behaviours and attitudes necessary to interact effectively with customers as well as the underpinning principles of influence and persuasion for gaining commitment to the up-sell of a vehicle repair recommendation, labour on a supplied part, customer appointment from a phone in enquiry, and commitment to a current marketing campaign.

This course provides a fully-integrated learning event that changes behaviour and produces measurable results.

*This course is delivered by PAR Automotive.*

### WHO IS THE COURSE FOR?

All customer-facing after sales staff, including service advisors, receptionists, supervisors and managers.

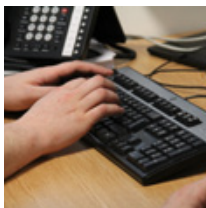
### WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Define the core behaviours required to influence and build long term relationships, including balanced communication, listening skills and influencing cues.
- Understand how to apply the six steps of the buying and decision making processes to develop a short up-sell, cross-sell or referral presentation.
- Understand how to present an uncomplicated up-sell example that meets agreed criteria and handles customer resistance.
- Understand how to negotiate an agreement that meets guidelines for profitability and long-term customer relationships.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£138.00 + vat</b>
Non-Member Price	£183.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI. Bespoke/in-house option also available





## SOCIAL MEDIA FOR PROFESSIONALS

### COURSE OVERVIEW

Social media is a powerful tool for supporting your professional activities. It can help you build networks, enhance organisational processes and work practices and boost your personal career development. If you've ever wanted to exploit the power of social media but didn't know where to start, this course is for you. The course covers how social media can help you achieve your own professional goals, the most common social media platforms and how other organisations and individuals use social media in a professional context.

It will give you an understanding of how to develop your own personal social media brand, start an online professional network and how to find diverse new sources of specialist information. You will consider how social media can be used for marketing, organising events or managing collaborative and remote-working projects. Throughout, you will access targeted information delivered across a range of blogs and social networks.

*This course is delivered by Nelson Croom.*

### WHO IS THE COURSE FOR?

This course is aimed at professionals who want to integrate social media into any aspect of their work life.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Define professional goals in using social media.
- Identify the most personally relevant social media platforms and tools.
- Understand the importance of social media etiquette and appropriate privacy settings.
- Understand how to use social media to stay up to date.
- Understand how to develop a personal social media brand.
- Understand how to build an online professional network.
- Understand how to monitor the effectiveness of social media activity.
- Understand how to avoid information overload.
- Understand how to integrate social media as a tool within the wider organisational practices.

<b>CPD Credit Value</b>	<b>5</b>
<b>Member Price</b>	<b>£70.00 + vat</b>
Non-Member Price	£85.00 + vat
Course Format	E-learning
Course Duration	5 hours
Venue	N/A

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## ANNUAL LEASING AND CONTRACT HIRE UPDATE

### COURSE OVERVIEW

This course explores all aspects of leasing and contract hire from initial customer contact, to the legalities of taxation and VAT during the contract. It is open to all staff who have contact with private or business customers and covers all aspects of the role including the legislation surrounding the supply of vehicles on a lease. The workshop is very interactive with lots of group discussion and learners are encouraged to bring a list of their questions with them. In addition, a section is dedicated to the Financial Conduct Authority's rules and regulations.

*This course is delivered by Professional Inspirations Ltd.*

### WHO IS THE COURSE FOR?

All leasing and contract hire sales staff.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand recent and forthcoming taxation and legislation changes.
- Describe the benefits of maintenance.
- Understand financial products and their tax and VAT treatment.
- Understand the BVRLA's Damage Recharge Policy.
- Explain what is required to help with proposing deals.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£154.00 + vat</b>
Non-Member Price	£181.00 + vat
Course Format	Classroom
Course Duration	1 day
Venue	Fanshaws, IMI. Bespoke/in-house option also available

## INTRODUCTION TO DAILY RENTAL OPERATIONS

### COURSE OVERVIEW

This course explores all aspects of daily rental operations from initial customer service skills to the legalities of taking a minibus overseas. It is open to all staff who have contact with private or business customers and covers all aspects of the role including legislation surrounding daily rental. The course is very interactive with lots of group participation sessions and presentations.

*This course is delivered by Professional Inspirations Ltd.*

### WHO IS THE COURSE FOR?

All daily rental staff.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Develop customer service skills to accurately qualify customer requirements.
- Understand legislation affecting rental companies.
- Understand insurance practice and tariff interpretation.
- Understand overseas rentals and renters.
- Describe rental legislation in respect of light commercial vehicles and minibuses.

<b>CPD Credit Value</b>	<b>15</b>
<b>Member Price</b>	<b>£307.00 + vat</b>
Non-Member Price	£361.00 + vat
Course Format	Classroom
Course Duration	2 days
Venue	Fanshaws, IMI. Bespoke/in-house option also available



# TECHNICAL

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*“Personal development is important in any role. It helps you to be ready for any future changes in the industry.”*

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## ADVANCED BRAKE, CHASSIS AND STEERING CONTROL SYSTEMS

### COURSE OVERVIEW

An increasing number of electronically controlled systems now influence the area of vehicle dynamics, including systems that actively respond to control the braking, steering and suspension of a vehicle. Technologies such as Electronic Stability Control and Adaptive Cruise Control often work together to enhance the safety and control of a vehicle, alongside other systems such as Servotronic Steering and Electronic Damper Control.

This course provides an in-depth view of the functional operation of these systems and will equip technicians with the diagnostic skills required for efficient fault diagnosis.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians with a sound knowledge of braking, ABS and ESP systems.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

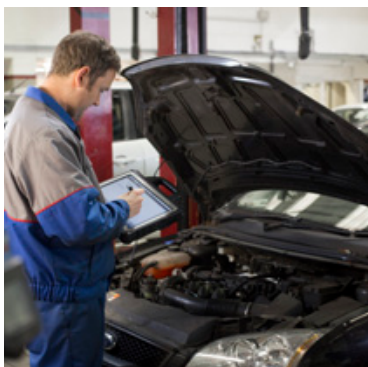
- Carry out advanced diagnostic testing on typical ESP Plus systems and the individual system components.
- Identify component faults that require replacement or repair where appropriate.
- Complete diagnostic tests on active vehicle systems to locate faults and identify items that need to be repaired or replaced.
- Carry out initialisation procedures to return ESP and active system components to correct vehicle adaptation settings.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSC13

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## ADVANCED DIESEL SYSTEM CONTROLS AND EMISSIONS

### COURSE OVERVIEW

This course is for technicians who require training on the more advanced technological aspects of diesel engine management, the developments in component technology, emissions control and the associated sub-systems that are currently found on diesel systems.

Highly advanced system components and controls are becoming increasingly common, to carry out efficient diagnosis, technicians require a thorough understanding of the operational concept of these components and controls. Practical test procedures and demonstrations will provide trainees with an in-depth working knowledge.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians who are proficient in the use of a typical oscilloscope and diagnostic tester and can carry out diagnostic test procedures on diesel engine management systems.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify and state the detailed operation of the sensors, components and actuators of advanced diesel engine management systems.
- Carry out advanced diagnostic test routines on diesel systems and individual components.
- Utilise all available data for the evaluation of vehicle faults.
- Identify any components requiring replacement or repair.
- Carry out comprehensive system tests to ensure functional serviceability.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSD23

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## AIRBAG AND SUPPLEMENTARY RESTRAINT SYSTEM

### COURSE OVERVIEW

This course is a must for technicians involved in fault diagnosis, inspection and repairs to a vehicle Airbag or Supplementary Restraint System. The objective of the course is to provide learners with a working knowledge of Airbag and SRS control systems and enable them to carry out accurate diagnosis on these safety critical systems. Technicians must also be aware of the safety implications when working with pyrotechnic devices of this type, therefore technicians who book on this course must provide evidence that they have the essential electrical knowledge and skills required to safely work on these systems.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians who have gained the essential knowledge and skills to use a digital multimeter.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Carry out safe diagnostic test routines on airbag and SRS control systems, components and wiring.
- Identify and understand airbag and SRS fault codes.
- Carry out safe system and component test procedures.
- Identify where appropriate repair or replacement should be carried out.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	2 days
<b>Venue</b>	STC Uxbridge / regional centre

VSB8

## ALUMINIUM REPAIR, BONDING AND WELDING TECHNIQUES

### COURSE OVERVIEW

This course is designed for body repair technicians looking to learn the techniques needed to rivet, bond, weld and reform aluminium body panels.

*This course is delivered by Bridgwater College.*

### WHO IS THE COURSE FOR?

Body repair technicians. Previous experience in a body repair role is ideal.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the principles and techniques used in bonding, riveting and cosmetic aluminium repair on vehicles.
- Develop the skills needed for preparing surfaces for and applying adhesives/bonding agents.
- Apply techniques needed to assess bonded materials for visible defects.
- Understand how to carry out cosmetic panel repairs to aluminium panels.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£200.00 + vat</b>
<b>Non-Member Price</b>	<b>£250.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	2 days
<b>Venue</b>	Bridgwater, Somerset

## AUTOMOTIVE AIR CONDITIONING SYSTEMS DIAGNOSTICS

### COURSE OVERVIEW

This course provides knowledge essential to the servicing of vehicle air conditioning systems, and also covers the required underpinning knowledge and practical skills for technicians intending to undertake the assessment for refrigerant handling certification. EU legislation requires all technicians involved in the servicing, recharging and repairs to vehicle air conditioning in passenger cars and light vans to be certified to carry out this work.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

Note: Air conditioning technician assessment for certification is conducted separately from this course.

### WHO IS THE COURSE FOR?

Vehicle technicians who ideally have some prior knowledge of the operation of automotive air conditioning systems and the typical service equipment used.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify all the main components of an automotive air conditioning system and state their function.
- Complete a typical automotive air conditioning service using a Bosch Air Conditioning recovery unit.
- Demonstrate safe working practices.
- Understand air conditioning service health and safety procedures.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	2 days
<b>Venue</b>	STC Uxbridge / regional centre

VSB26

## AUTOMOTIVE ELECTRONICS ADVANCED: ECU CONTROL AND MICROELECTRONICS

### COURSE OVERVIEW

Technicians actively engaged in advanced diagnostic procedures and electronic repair work on motor vehicles will benefit from attending this course. The diagnosis of complex vehicle system faults requires an experienced technician to have a high level of competence with electronic components and systems.

The aim of this laboratory-based electronics course is to extend the learner's knowledge of electronic principles, computer based controls and advanced electronic circuitry. Emphasis on the course is given to the construction of specialised electronic circuits and practical testing, using laboratory oscilloscopes and instruments.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians with a sound knowledge of essential electronic principles at diagnostic technician level and are familiar with oscilloscope waveform manipulation and advanced electrical fault-finding. A good understanding of mathematical principles will also be an advantage.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Carry out advanced electronic analysis of vehicle circuitry and control electronics for the high-level diagnosis of vehicle electronic faults.
- Identify hardware faults.
- Identify software faults.
- Identify correct ECU control function.

<b>CPD Credit Value</b>	<b>24</b>
<b>Member Price</b>	<b>£499.50 + vat</b>
<b>Non-Member Price</b>	<b>£555.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	3 days
<b>Venue</b>	STC Uxbridge / regional centre

VSE11

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**





## AUTOMOTIVE ELECTRONICS: VEHICLE SENSORS AND COMPONENTS

### COURSE OVERVIEW

Technicians involved in diagnosis and repair need to work on a variety of electronically controlled vehicle systems. The aim of this laboratory based electronics course is to provide a sound knowledge of the essential electronic principles, to assist in understanding the internal function of the sensors and components found on today's vehicles. Course emphasis is focussed on the practical construction of electronic circuits using discrete components, the study of various sensor technologies and the bench testing of vehicle components. The relationships between the fundamental workings of electronics and actual vehicle applications are established.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians with skills at diagnostic technician level and are familiar with common electrical principles including essential mathematical formulae used in electrical calculations.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Carry out advanced analysis of vehicle electronic faults at an accomplished level.
- Utilise specific component test procedures to provide extra data in the evaluation of vehicle system and component faults.
- Identify the correct or incorrect function of electronic devices.
- Identify that a component requires replacement or repair.

<b>CPD Credit Value</b>	<b>24</b>
<b>Member Price</b>	<b>£499.50 + vat</b>
Non-Member Price	£555.00 + vat
Course Format	Classroom/workshop
Course Duration	3 days
Venue	STC Uxbridge / regional centre

VSE7

## BATTERY MANAGEMENT SYSTEMS AND START/STOP TECHNOLOGY

### COURSE OVERVIEW

The design and development of Battery, Starting and Charging systems has evolved significantly over the last few years. We now regularly encounter sophisticated electronic monitoring and self diagnostic options in the related system control units. This course will build confidence by covering the system layout, the main components and the test techniques employed in both classroom and the practical workshop sessions. This course is not suitable for learners completely new to vehicle electrical systems.

*This course is delivered by Bosch.*

### WHO IS THE COURSE FOR?

Vehicle technicians who work on vehicle electrical systems wishing to upgrade their knowledge and skills in order to complete diagnostics work on the latest power management systems. Learners need to be familiar and competent in the use of a vehicle system diagnostics tester and the application of correct electrical test methods.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to carry out diagnostic test procedures to identify faults in conventional and smart charge systems.
- Understand how to test typical Start Stop systems to locate faults in the system components and wiring.
- Understand how to test a typical battery management system and be able to complete a system battery adaption process.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	2 days
<b>Venue</b>	STC Uxbridge / regional centre

VSE32

## BODY CONTROL SYSTEMS, CAN AND MULTIPLEXED NETWORKS

### COURSE OVERVIEW

Garage technicians involved in the diagnosis of vehicle network faults and involved in repair work on the various vehicle body electronics systems will gain valuable skills and knowledge by attending this course. Theoretical instruction on the various network mediums and body peripherals, combined with practical testing, will enable technicians to carry out efficient diagnosis on such systems. The testing of drive train networks is also included.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians who are experienced in the use of a typical oscilloscope and diagnostic tester and can carry out diagnostic test procedures.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

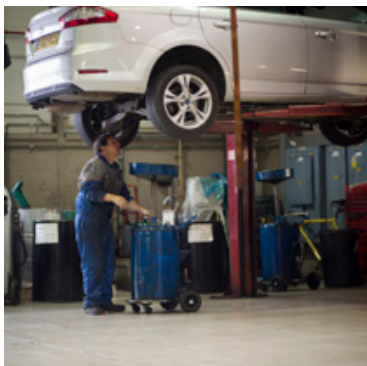
- Identify the various vehicle network types, typical transmission signal profiles and transport mediums.
- Carry out diagnostic test routines on vehicle network bus systems and analysis of related faults.
- Test body electrical systems and components to identify items requiring replacement or repair where appropriate.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	2 days
<b>Venue</b>	STC Uxbridge / regional centre

VS810

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## BRAKING AND CHASSIS SYSTEMS: ABS AND ESP

### COURSE OVERVIEW

This course is designed for technicians involved in the inspection and repair of modern vehicle braking systems. It provides essential knowledge about the operation, maintenance and testing of electronically controlled braking systems, covering both Bosch and non-Bosch variants. The course includes the hydraulic actuation and electronic control of typical Antilock Braking Systems and an introduction to Electronic Stability Control.

The skills learned will enable technicians to apply the correct procedures when carrying out service activities and diagnosis on these safety critical systems. This course is not necessary for technicians who have previously attended the Bosch advanced ESP and chassis control course.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians who are familiar with the use of a vehicle system diagnostic tester and an oscilloscope.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the function and operation of electronically controlled braking systems.
- State developments in electronically controlled braking systems.
- Understand the function and operation of an electronic stability programme including traction control and its interface with ABS.
- Understand test procedures to identify faults in ABS and ESP.
- Clarify the integrity of the system and the related brake functions in ABS or ESP control unit.
- Identify ABS and ESP system and component faults requiring repair or replacement.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

## CHASSIS DYNAMICS - THE HUMAN PERSPECTIVE

### COURSE OVERVIEW

Designed for technical people with an interest in motorsport, this course covers the science of bridging the communication gulf between man and machine and focuses on the study of human actions and how we perform driving tasks, so that the vehicle can be improved, enabling effective interaction between humans and machines such as motorsport vehicles.

*This course is delivered by The Academy of Motorsport Sciences.*

### WHO IS THE COURSE FOR?

This course is ideal for anyone seeking to understand the complex relationship between man and machine, and how to improve a vehicle for use by humans. This will be of specific interest to technical people, vehicle designers, chassis engineers, race team managers, driving coaches, educators etc.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand human biological motor systems and the associated neuro-science.
- Describe vehicle control processes.
- Understand the psychology of vehicle feedback.
- Understand what data to gather and how to interpret it.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£595.00 + vat</b>
<b>Non-Member Price</b>	<b>£795.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	1 day
<b>Venue</b>	Call for details

## COMMON RAIL SYSTEM DIAGNOSIS

### COURSE OVERVIEW

Technicians who need to be involved in system testing, fault diagnosis and repair of Common Rail Diesel systems will find this course of great value. The course will introduce learners to Bosch Common Rail technology and provide information on system diagnosis and practical awareness of safety related procedures. Technicians will gain an in-depth knowledge of the hydraulic and electronic system functions and the fault diagnosis processes using the latest Bosch equipment, use will also be made of additional specific test equipment for common rail system pressure testing.

This course is not suitable for technicians without previous training or experience in diesel injection.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians competent with gasoline injection systems who are already familiar with the essentials of diesel car and light van technology.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to carry out diagnostic tests on a high pressure fuel systems.
- Understand safe working practices.
- Identify fuel system faults and confirm repair requirements.
- Identify electrical component faults and confirm repair requirements.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	2 days
<b>Venue</b>	STC Uxbridge / regional centre

VSD15

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## ELECTRIC AND SERIES HYBRID VEHICLE AWARENESS

### COURSE OVERVIEW

This one day course is designed to give the learner an understanding of the principles of full electric and hybrid vehicles and will deliver the construction, operation and identification of all of the main components and also the key safety aspects when working with high voltage systems. Learners will be able to achieve the level 1 Award in Electric Vehicle Awareness through completion of a knowledge assessment. The learner should have an understanding of key fundamentals of automotive technology, including electrics to attend this course.

*This course is delivered by Calex UK.*

To note: There is an additional cost to receive the qualification certificate upon successful completion of the assessment. Please call for details.

### WHO IS THE COURSE FOR?

Technicians, Recovery Service, Technical Trainers and Assessors

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the construction and operation of electric and series hybrid vehicles.
- Identify the main components.
- Describe the operation and function of the main components.
- Understand how to operate in a safe manner when working on high voltage vehicles.

<b>CPD Credit Value</b>	<b>10</b>
<b>Member Price</b>	<b>£210.00 + vat</b>
Non-Member Price	£250.00 + vat
Course Format	Classroom and workshop
Course Duration	1 day
Venue	Various
Bespoke/in-house option also available	



## HYBRID AND ELECTRIC VEHICLE - REPAIR OR REPLACE HV COMPONENTS

### COURSE OVERVIEW

Technicians require the knowledge and skills to be able to safely remove and replace HV components for Hybrid and Electric Vehicles. With Hybrid Electric Vehicles (HEV's) increasing in popularity, garage technicians will become increasingly involved in the servicing and repair of HV systems. The technological developments utilised within HEV's, along with the critical safety measures are very different from traditional vehicles. This course is required for technicians who maintain and repair high voltage technology vehicles, including the hybrid or electric drive system. The course content, compiled by Bosch, provides the knowledge required to diagnose and work safely around a vehicle's high voltage system whilst carrying out repairs or replacing parts.

*This course is delivered by Bosch. Successful learners will achieve IMIAL Level 3 Award in Electrically Propelled Vehicle Repair and Replacement (Ref:600/0527/0).*

### WHO IS THE COURSE FOR?

Vehicle technicians who hold a vehicle maintenance and repair level 2 qualification or have a minimum of 2 years experience. Additionally the achievement of the IMIAL Level 2 Hybrid & Electric Vehicle Award is mandatory.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand how to work safely on hybrid and related vehicle systems.
- Carry out high voltage system diagnosis using a range of diagnostic test equipment.
- Understand removal and replacement techniques of typical system components.

<b>CPD Credit Value</b>	<b>70</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSH25

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## ELECTRONIC DIESEL CONTROL SYSTEMS

### COURSE OVERVIEW

Technicians who have a good understanding of petrol injection can achieve the same level with diesel cars and light vans with this course, which provides an important introduction to diesel technology and contains the foundation knowledge required to attend further Bosch courses on specific diesel systems.

The well proven mix of classroom sessions to reinforce knowledge, and workshop practical tasks to develop skills, are combined to give technicians confidence in their work. This course is not necessary for technicians who have already achieved competence in diesel system diagnostics.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians who are familiar with the use of a typical diagnostic tester and an oscilloscope. Previous experience with gasoline injection systems is also a distinct advantage.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify components of typical electronic diesel control systems and state their function.
- Carry out fault diagnosis and test procedures on typical electronic diesel control systems.
- Perform tests to ensure the serviceability of diesel system components.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	<b>Classroom/workshop</b>
<b>Course Duration</b>	<b>2 days</b>
<b>Venue</b>	<b>STC Uxbridge / regional centre</b>

VSD12

## ENGINE MANAGEMENT SYSTEMS AND DYNO TUNING IN THEORY AND PRACTICE

### COURSE OVERVIEW

This course is ideal for those seeking to enhance their knowledge of engine and ECU operation. This course will provide an explanation of the theory of the internal combustion engine and its control methods and components, through to becoming comfortable doing live ECU calibration on a state-of-the-art chassis dynamometer. A third of the learning on this course is in a practical situation.

*This course is delivered by Academy of Motorsport Sciences.*

### WHO IS THE COURSE FOR?

Vehicle technicians at all levels, college lecturers and trainers and any others interested in this technical subject matter.

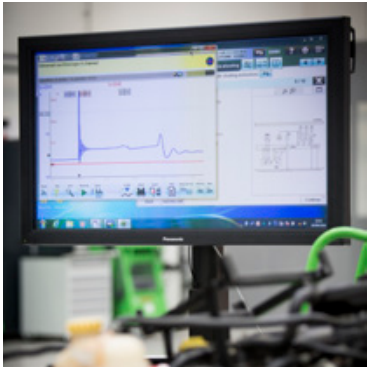
### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand engine operating fundamentals.
- Understand engine management system theory.
- State the different types of engine management system.
- Understand the operation of engine management system components.
- Understand the principles and effects of fuel and ignition calibration.
- Understand how to use a chassis dynamometer.
- Safely re-calibrate engine management systems for optimum performance.

<b>CPD Credit Value</b>	<b>12</b>
<b>Member Price</b>	<b>£795.00 + vat</b>
<b>Non-Member Price</b>	<b>£895.00 + vat</b>
<b>Course Format</b>	<b>Classroom/workshop</b>
<b>Course Duration</b>	<b>1.5 days</b>
<b>Venue</b>	<b>Call for details</b>





# ENGINE MANAGEMENT CALIBRATION - ADVANCED

## COURSE OVERVIEW

This course is for those who have completed the ‘Engine Management Systems and Dyno Tuning in Theory and Practice’ course and now want to complete and enhance their knowledge of ECU calibration and advanced dyno tuning techniques.

This course will take you to a very high level of competency in terms of understanding engine management systems and doing live ECU calibration on a state-of-the-art chassis dynamometer. A third of the learning on this course is in a practical situation.

*This course is delivered by The Academy of Motorsport Sciences.*

## WHO IS THE COURSE FOR?

Vehicle technicians at all levels and anybody with technical knowledge and an interest in this technical subject matter. The Engine Management Systems & Dyno Tuning in Theory and Practice course must be completed before attending this course.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand fuel chemistry and delivery systems.
- Understand the theory & practice of Pulse Width Modulation and Proportional Integral Derivative actuators.
- Understand engine protection control methods & practices.
- Understand different requirements of racing and road-going vehicles.
- Understand advanced engine calibration methods and practices in order to produce maximum performance safely.
- Use a chassis dynamometer to apply advanced tuning techniques.

CPD Credit Value	12
Member Price	£795.00 + vat
Non-Member Price	£895.00 + vat
Course Format	Classroom/workshop
Course Duration	1.5 days
Venue	Call for details

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## ENGINE MANAGEMENT: DIAGNOSIS OF UNIVERSAL COMPONENTS

### COURSE OVERVIEW

This course provides technicians the skills and knowledge to test and diagnose engine management systems with confidence. It gives learners a sound working knowledge of all of the components within a typical engine management system and how to test them. This is done via a mix of classroom theoretical sessions and workshop practical tests to build the skills in a step by step manner. This course also provides the foundation knowledge for progression onto further Bosch engine management training courses - both diesel and petrol.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians competent in the use of an automotive system diagnostic tester, a digital multimeter and an oscilloscope.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Complete tests to prove the integrity of fuel supply sub-systems.
- Carry out diagnostic tests to display diagnostic data and fault codes.
- Interpret diagnostic data and utilise additional settings and functions.
- Describe the working principles of all key engine management components.
- Perform oscilloscope testing to identify faults in components or wiring.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	<b>Classroom/workshop</b>
<b>Course Duration</b>	<b>2 days</b>
<b>Venue</b>	<b>STC Uxbridge / regional centre</b>

VSG5

## ENGINE MANAGEMENT: SPARK IGNITION AND DIAGNOSIS

### COURSE OVERVIEW

This course is relevant to all technicians involved in the diagnosis and repair of petrol engine management systems. While some operating conditions and faults can be indicated by the use of a diagnostic tester, an ignition oscilloscope is a vital diagnostic tool, and an understanding of ignition waveforms can aid in diagnosing combustion faults and the ignition system performance.

The course covers all spark ignition technologies and will provide learners with an in-depth understanding of the ignition process and analysis of ignition related faults.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians who have some prior experience in using an oscilloscope.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the working principles of ignition system components.
- Connect and use an oscilloscope to display Ignition waveforms.
- Interpret Primary and Secondary ignition oscilloscope displays and data.
- Carry out ignition diagnostic tests to indicate ignition system and engine management system faults.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
<b>Non-Member Price</b>	<b>£370.00 + vat</b>
<b>Course Format</b>	<b>Classroom/workshop</b>
<b>Course Duration</b>	<b>2 days</b>
<b>Venue</b>	<b>STC Uxbridge / regional centre</b>

VSG2



# ESSENTIAL TEST PROCEDURES

## COURSE OVERVIEW

All technicians require electrical system know-how and fault finding skills to work on modern vehicle systems. The content of this course is essential knowledge for the development of a technician’s diagnostic capability. The overall learning goal is to provide learners with a working knowledge of standard electrical test procedures and how they are applied correctly.

These tests allow learners to perform electrical confirmation checks with confidence when carrying out diagnostic routines. Attendance is not necessary for technicians who are already proficient in electrical circuit testing theory and practice.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

Vehicle technicians who are familiar with the operation of a typical digital multimeter and can use it correctly on automotive applications.

## WHAT WILL I GET OUT OF IT?

**You will be able to:**

- Understand a typical system wiring diagram to identify electrical components.
- Identify the current paths connecting components to control unit(s) of a system.
- Understand how to use electrical test equipment correctly on vehicle system circuits.
- Carry out test procedures using voltage, resistance and current measurement.
- Understand how to carry out test procedures using voltage drop method to indicate circuit faults.
- Understand how to use equipment designed to test battery and circuit condition.

CPD Credit Value	17
Member Price	£333.00 + vat
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSE1

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## GASOLINE DIRECT INJECTION SYSTEM DIAGNOSIS

### COURSE OVERVIEW

Technicians with a good understanding of manifold fuel injection systems can advance their skills by attending this in-depth, practical training on typical Gasoline Direct Injection applications. The system variants, components used, operating modes and system diagnostics are all covered in this course.

The theoretical knowledge gained will supplement the practical exercises completed during training, where system diagnostics using serial port data and testing of the system components using an oscilloscope will form an integral part of the course.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

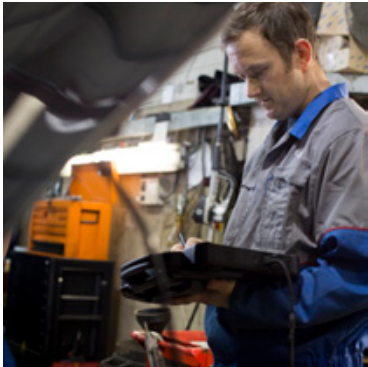
Vehicle technicians who are familiar with manifold type gasoline injection systems.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify and state the function of a typical Bosch GDI system including the operating modes, sensors and actuators.
- Utilise serial diagnostic data and an oscilloscope for the testing of system component input and output signals.
- Understand effective test procedures to diagnose typical system faults.
- Understand test outcomes to determine system or component repairs.

<b>CPD Credit Value</b>	<b>17</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre



# GASOLINE ENGINE EMISSIONS ANALYSIS AND OBD

## COURSE OVERVIEW

This course is for technicians who carry out gasoline emissions testing or utilise gas readings in the analysis of engine running faults. The aim is to provide learners with the skills and knowledge required to identify emissions related problems and make effective use of emissions test data for engine management system diagnosis. Identification of faults using tail-pipe gas indications requires a thorough understanding of the gasses involved and the related ECU controls.

Techniques covered include testing of the system via analysis of the exhaust gasses using emissions test equipment, alongside oscilloscope testing of the oxygen sensors and interrogation of the onboard self-diagnosis system.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

Vehicle technicians with a sound knowledge of spark ignition engine management diagnostics, are familiar with the use of a typical 4-gas analyser and proficient in the operation of an oscilloscope and a diagnostic tester.

## WHAT WILL I GET OUT OF IT?

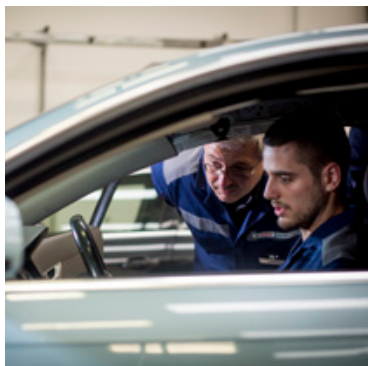
### You will be able to:

- Distinguish the fault indications made by each of the individual exhaust gasses.
- Understand how to use gas readings to aid the pinpointing of engine running faults.
- Carry out diagnostic test routines to enable the correlation and assessment of exhaust gas values with diagnostic port information.
- Utilise all available OBD diagnostic modes for the evaluation of vehicle faults.

CPD Credit Value	17
Member Price	£333.00 + vat
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSG17

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## GASOLINE ENGINE MANAGEMENT: ADVANCED SYSTEM CONTROLS

### COURSE OVERVIEW

Technicians requiring the more advanced technological aspects of gasoline engine management, the developments in component technology, emissions controls and associated sub-systems, will benefit from attending this course. Highly advanced system components and controls are becoming increasingly common. To carry out efficient diagnosis, technicians require a thorough understanding of the operational concept of these components and controls. Practical test procedures will include analysis of component signal patterns and their characteristics to provide trainees with in-depth working knowledge.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Award (QAP) certification.*

### WHO IS THE COURSE FOR?

Vehicle technicians with a sound knowledge of spark ignition engine management diagnostics including gas analysis and are familiar with the use of a typical oscilloscope, gas analyser and diagnostic test equipment.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify and state the detailed operation of the sensors, components and actuators of advanced engine management systems.
- Carry out advanced diagnostic test routines on systems and individual components.
- Utilise all available data for the evaluation of vehicle faults.

<b>CPD Credit Value</b>	<b>24</b>
<b>Member Price</b>	<b>£499.50 + vat</b>
<b>Non-Member Price</b>	<b>£555.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	3 days
<b>Venue</b>	STC Uxbridge / regional centre

VSG14





# HIGH PERFORMANCE VEHICLE CHASSIS DYNAMICS

## COURSE OVERVIEW

Designed for technical people with an interest in motorsport, this course covers the preparation and modification of a high performance chassis in order to best suit its application. The main focus is on the engineering of the vehicle for optimal mechanical performance on the track and how it is influenced by its integral chassis design and the interaction of aerodynamics, chassis dynamics and tyres.

*This course is delivered by The Academy of Motorsport Sciences.*

## WHO IS THE COURSE FOR?

This course is ideal for anyone technical seeking to broaden and deepen their understanding of the dynamic performance of a vehicle.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand tyre construction, force transmission pathways, grip generation and contact patch operation.
- Understand the affect of tyre rotation and temperature upon grip generation.
- Understand how to analyze a used tyre, and gather data in a live environment.
- Understand various suspension components and how they affect tyre contact patch physics.
- Understand dynamic mass distribution through a chassis, and be coming familiar with the technical terminology.
- Understand the principles of fluid dynamics and aerodynamics.
- Understand the effects that aerodynamic forces have upon a chassis.
- Understand commonly used aerodynamic devices.
- Understand how to analyze aerodynamic effects in a live environment.
- Understand the conflicts at play between chassis dynamics and aerodynamics.

CPD Credit Value	15
Member Price	£895.00 + vat
Non-Member Price	£995.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## HYBRID AND ELECTRIC VEHICLE: ROUTINE MAINTENANCE

### COURSE OVERVIEW

All vehicle repair professionals should attend training before attempting to service or repair any hybrid or electric vehicle, given the safety critical procedures that must be adhered to during maintenance. Workshop staff and technicians require a complete awareness of the risks and hazards associated with HEVs and must follow the recommended safety measures required during maintenance. This is essential, not just for the safety of the technician, but any employees or customers who may come into contact with the vehicle whilst in the workshop.

*This course is delivered by Bosch. Successful learners will achieve IMIAL Level 2 Award in Routine Maintenance Activities on Electrically Propelled Vehicles (Ref 600/0526/9).*

### WHO IS THE COURSE FOR?

Vehicle technicians who must have a minimum Level 2 qualification in automotive service and repair. Alternatively they must have at least 2 years practical experience in automotive service and diagnostics. The course is not suitable for junior technicians or members of staff that will not be carrying out work on these vehicles.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Identify high voltage components on the vehicle and the dangers they present.
- Understand safe maintenance and repair methods when working on hybrid vehicles.
- Understand how to ensure the vehicle is safe to work on before routine service procedures are carried out

<b>CPD Credit Value</b>	<b>30</b>
<b>Member Price</b>	<b>£333.00 + vat</b>
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSH24.1

# ROUTINE MAINTENANCE AND OPERATION OF ELECTRIC AND SERIES HYBRID VEHICLES

## COURSE OVERVIEW

This two day course provides the learner with an advanced level of knowledge about the function and operation of electric and hybrid vehicle systems. The will also gain a full understanding of the importance of carrying out a manual service disconnection procedure and the implications if the vehicle was not fully powered down, and how important it is for them and any supporting colleges to work safely when carrying out investigations on electric or hybrid vehicles. The learner should have an understanding of key fundamentals of automotive technology, including electrics to attend this course. Upon successful completion of an assessment learners will achieve a Level 2 Award in Routine Maintenance Activities on Electronically Propelled Vehicles.

*This course is delivered by Calex UK.*

## WHO IS THE COURSE FOR?

Technicians, Recovery Service, Technical Trainers and Assessors

## WHAT WILL I GET OUT OF IT?

You will be able to:

- Understand the construction and operation of electric and hybrid vehicles.
- Identify the main components and describe their operation and function.
- Carry out specific isolation procedures to ensure the vehicle is safe before carrying out service work.
- Work safely with high voltage vehicles.

CPD Credit Value		30
Member Price		£400.00 + VAT
Non-Member Price		£420.00 + VAT
Course Format	Classroom and workshop	
Course Duration	2 days	
Venue	Various	
Bespoke/in-house option also available		

# INTRODUCTION TO PASSTHRU TECHNOLOGY

## COURSE OVERVIEW

Vehicle manufacturers are required to make any emissions related software updates for their vehicles available to all garages and technicians by way of a common standard known as J2534. The SAE J2534 PassThru standard defines a common communication driver that can be used for ECU diagnostics and reprogramming on vehicles. This course provides practical instruction on the process using a Bosch KTS type serial diagnostic tester with PassThru capability to access the vehicle manufacturer's website. The emphasis is on how to set up KTS hardware and software for PassThru operation and guidance on access and operation of additional software required for a PassThru process will be provided.

The course also gives an overview of Euro emissions legislation and what it means for the workshop.

*This course is delivered by Bosch.*

## WHO IS THE COURSE FOR?

Vehicle technicians involved in vehicle servicing and diagnostics and who are, or want to carry out ECU software updates via PassThru technology.

## WHAT WILL I GET OUT OF IT?

You will be able to:

- Understand how to operate Bosch KTS controls and carry out machine adjustments to use on a typical vehicle when completing a PassThru process.
- Identify and access other system information available via a typical vehicle manufacturer website when completing a PassThru process.
- Explain what Euro emissions legislation means to the workshop.

CPD Credit Value		5
Member Price	£83.25 + vat	
Non-Member Price	£92.50 + vat	
Course Format	Technical seminar	
Course Duration	0.5 days	
Venue	STC Uxbridge / regional centre	

VSTD37

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MIG AND SPOT WELDING FOR AUTOMOTIVE APPLICATIONS

### COURSE OVERVIEW

This course is designed for body repair technicians looking to improve their skills and techniques with MIG and spot welding. Technicians will also benefit from the explanation of techniques used to perform a series of welds to National Occupation Standards.

*This course is delivered by Bridgwater College.*

### WHO IS THE COURSE FOR?

Body repair technicians and people with previous experience in body repair roles is ideal.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the principles and techniques used in MIG and spot welding on vehicles.
- Understand techniques used to set up MIG and spot weld equipment and carry out pre-checks and identify visible faults.
- Understand techniques used to perform a series of welds to National Occupational Standards.

<b>CPD Credit Value</b>	<b>16</b>
<b>Member Price</b>	<b>£200.00 + vat</b>
Non-Member Price	£250.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	Bridgwater, Somerset

# MIG BRAZING FOR AUTOMOTIVE APPLICATIONS

## COURSE OVERVIEW

This course is designed for body repair technicians looking to improve their skills and techniques with MIG braze welding.

*This course is delivered by Bridgwater College.*

## WHO IS THE COURSE FOR?

Body repair technicians with previous experience in body repair roles is ideal.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand how to set up and shut down MIG brazing equipment.
- Carry out various MIG brazing welds in the vertical, horizontal and overhead positions confidently.
- Competently assess the welds for visible defects.
- Demonstrate an ability to carry out successful MIG braze plug welds.

CPD Credit Value	9
Member Price	£160.00 + vat
Non-Member Price	£180.00 + vat
Course Format	Classroom/workshop
Course Duration	1 day
Venue	Bridgwater, Somerset

# OSCILLOSCOPE OPERATION AND SIGNAL TEST METHODS

## COURSE OVERVIEW

The oscilloscope is now a standard piece of diagnostics equipment for the modern automotive technician in the workshop. The ability to test and read the signals passing between electronic systems and the respective actuators or sensors is now a 'must have' skill set for the job.

This course will enable the technician to competently operate an oscilloscope and use all its functions to aid in the diagnosis of vehicle systems. This course is essential for all technicians other than those who already use an oscilloscope regularly during vehicle system diagnosis work.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

Vehicle technicians who are fully conversant with the electrical values of voltage, current and resistance and the use of a digital multimeter.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Connect a typical automotive oscilloscope to a vehicle system component or wiring to display a signal wave form.
- Adjust common oscilloscope controls and settings to manipulate the signal displayed so that it can be analysed.
- Monitor, analyse and compare signal wave forms to determine indications of component or wiring faults.

CPD Credit Value	17
Member Price	£333.00 + vat
Non-Member Price	£370.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	STC Uxbridge / regional centre

VSTD9

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## SCANIA: HEAVY VEHICLE BRAKING SYSTEMS

### COURSE OVERVIEW

This course fully explores Scania braking systems taking the learner from the physics of braking and foundation brake principles to pneumatic components and circuits. Emphasis is given to the identification and appropriate use of test points to promote efficient and accurate diagnostics.

*This course is delivered by Scania (Great Britain) Ltd.*

### WHO IS THE COURSE FOR?

Technicians wishing to work on/or supervise work on Scania braking systems. Owing to the generic nature of braking systems, technicians working on other manufacturers vehicles can also benefit.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Describe the fundamental requirements of a heavy vehicle braking system.
- Relate to the physical properties of the braking process.
- Describe the main features of the foundation brakes, disc brakes and drum brakes.
- Apply the brake valve port marking convention to the function of the valves and relate to the pipe marking system used by Scania.
- Describe the layout and constituent components of the air supply circuit.
- Describe the layout and constituent components of the front service circuit.
- Describe the layout and constituent components of the park/ trailer circuit.
- Describe the layout and constituent components of the optional circuits.
- Select the appropriate test points and employ the correct procedures to identify brake system faults.

<b>CPD Credit Value</b>	<b>23</b>
<b>Member Price</b>	<b>£537.00 + vat</b>
Course Format	Classroom/workshop
Course Duration	3 days
Venue	Loughborough, Leicestershire



# SCANIA: ROADSIDE ASSISTANCE - HEAVY VEHICLE

## COURSE OVERVIEW

Protect yourselves and/or your employees, minimise risk to your business and comply with health and safety legislation by attending this Scania course focused on best practice whilst working on heavy vehicles at the roadside. Learners will develop an understanding of how to work in a safe way during breakdown situations including attending breakdowns of hazardous goods vehicles and when and how to involve the Highways Agency.

*This course is delivered by Scania (Great Britain) Ltd.*

## WHO IS THE COURSE FOR?

Technicians and/or employers involved in the breakdown process.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand the importance of following SURVIVE best practice guidelines at the roadside.
- Demonstrate an understanding of the Highway Code and traffic legislation.
- Understand the role of the breakdown facilitator in the process.
- Demonstrate the importance of real time reporting.
- Demonstrate an understanding of how to comply with a roadside assistance policy.
- Demonstrate an understanding of how to use tracking systems.
- Understand how companies collect and apply breakdown statistics.
- Understand legislation and best practice associated with hazardous goods vehicles.
- Understand the different categories of ADR vehicles and their applications.
- Understand the role and remit of the Highways Agency in a breakdown situation.

CPD Credit Value	16
Member Price	£358.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	Loughborough, Leicestershire

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



# SCANIA: PETROLEUM REGULATIONS AND THE SAFE LOADING PASS SCHEME

## COURSE OVERVIEW

Protect yourselves and/or your employees, minimise risk to your business and comply with health and safety legislation by attending this course focused on best practice whilst working on petroleum product tankers. This course includes an overview of the ADR classes and describes safe working practices. It explores the requirements of the Safe Loading Pass Scheme and includes a practical tanker inspection.

*This course is delivered by Scania (Great Britain) Ltd.*

## WHO IS THE COURSE FOR?

Technicians wishing to work on/ or supervise work on petrol tankers. A good understanding of heavy vehicle systems, especially brakes and electrics is required.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Describe the products in scope, the related hazards, terminology, characteristics, necessary precautions, emergency action, tanker marking and documentation.
- Describe the different types of installation terminals and understand the regulations applicable to accessing and working on site.
- Describe the construction features of tankers and the general layout of their components.
- Explain the standards applicable to a workshop designated to the repair of petrol tankers, the necessary equipment and procedures.
- Specify and apply the various legislation and codes of practice.
- Demonstrate the ability to inspect, maintain and test tankers and ancillary equipment in line with manufacturers' documentation.
- Demonstrate an understanding of the necessary labelling and documentation for the vehicle chassis and the tanker.
- Describe the process for loading and unloading tankers at distribution terminals / garage forecourts.
- Demonstrate an understanding of the Safe Loading Pass Scheme.
- Demonstrate the ability to conduct an inspection in accordance with the Safe Loading Pass schedule.

CPD Credit Value	31
Member Price	£716.00 + vat
Course Format	Classroom/workshop
Course Duration	4 days
Venue	Loughborough, Leicestershire

# STEERING GEOMETRY AND FOUR WHEEL ALIGNMENT

## COURSE OVERVIEW

Technicians involved in the inspection of vehicle suspension and steering systems require specialist knowledge to identify the appropriate adjustments and where component replacement is necessary. Incorrect steering geometry or wheel alignment can affect the vehicle's stability and cause uneven tyre wear. The principles of steering geometry, the operation of alignment equipment and the interpretation of measurements are covered in this course, enabling technicians to correctly diagnose faults and propose the appropriate corrective action. This course is not suitable for technicians without access to wheel alignment test equipment in their workplace.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

Vehicle technicians who are familiar with wheel alignment equipment in their workplace and the primary vehicle steering geometry measurements.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- State the mechanical and geometric measured values in relation to suspension and steering systems.
- Understand the effects of incorrect adjustment.
- Measure and record alignment values for all wheels to determine the alignment adjustments required.
- Carry out adjustments to return the vehicle to the correct specification.

CPD Credit Value	10
Member Price	£166.50 + vat
Non-Member Price	£185.00 + vat
Course Format	Classroom/workshop
Course Duration	1 day
Venue	STC Uxbridge / regional centre

VSC28

# STRUCTURAL ALIGNMENT VEHICLE JIG REPAIRS

## COURSE OVERVIEW

This course is designed for body repair technicians looking to improve or learn the techniques needed to perform structural alignment Jig repairs using bracket and electronic measuring systems.

*This course is delivered by Bridgwater College.*

## WHO IS THE COURSE FOR?

Body repair technicians with previous experience in body repair roles is ideal.

## WHAT WILL I GET OUT OF IT?

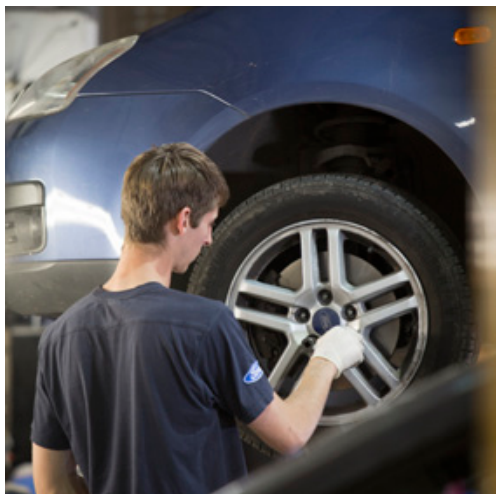
### You will be able to:

- Understand how to assess and measure damage on vehicles.
- Explain how to set vehicles on body jigs ready to carry out straightening repairs.
- Understand how to straighten vehicles using jig repair methods.

CPD Credit Value	16
Member Price	£200.00 + vat
Non-Member Price	£250.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	Bridgwater, Somerset

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## TYRE TECHNOLOGY AND TYRE PRESSURE MONITORING SYSTEMS

### COURSE OVERVIEW

The course content covers modern tyre construction and technology as well as looking at recently introduced legislation regarding the application of Tyre Pressure Monitoring (TPM) systems. The learner will find out in classroom and workshop sessions the function and operation of both direct and indirect TPM systems, and the diagnosis of system faults using fault code access and special functions tests.

*This course is delivered by Bosch.*

### WHO IS THE COURSE FOR?

Vehicle technicians working in the diagnosis of vehicle systems and those in the tyre specialist fast fit sector.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Differentiate between direct and indirect Tyre Pressure Monitoring Systems.
- State the function and operating principles of each component.
- Carry out TPM system fault diagnosis procedures.
- Carry out coding and adaption of the TPM system.

<b>CPD Credit Value</b>	<b>8</b>
<b>Member Price</b>	<b>£166.50 + vat</b>
Non-Member Price	£185.00 + vat
Course Format	Classroom/workshop
Course Duration	1 day
Venue	STC Uxbridge / regional centre

VSC31



# UNDERSTANDING DIAGNOSTIC FAULT CODES AND LIVE DATA

## COURSE OVERVIEW

The emphasis on this course is on diagnostic practical skills. Bosch diagnostics testers are computer based and can store and display a vast array of information. The aim of this course is to explain and demonstrate how the information at hand can be used in an integrated way to affect a logical diagnostic procedure.

Additionally the course will cover some of the lesser known variations of fault codes, actual values, adjustments and special functions found with Esi[tronic] 2.0 software. This course is not suitable for new users of KTS 3XX, 5XX or 6XX diagnostic testers.

*This course is delivered by Bosch.*

## WHO IS THE COURSE FOR?

This course is ideally suited to technicians currently using Bosch KTS 3XX, 5XX and 6XX diagnostic testers, and have already attended the Bosch course coded WTE1. It is also useful for technicians looking to improve their diagnostic skills whilst developing an understanding the full functionality of Bosch diagnostic equipment with a view to purchasing it in the future.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand how to carry out control unit diagnosis test routines for error memory, actual values, actuator test, adjustments and settings and special feature test modes.
- Understand how to access and use a selection of specific fault codes, actual values (live data) within Esi[tronic] 2.0 software.
- Understand how to complete a set of system tests using the linked functions of SD, SIS/CAS and the built in multimeter and oscilloscope test tools in a logical diagnostic procedure.

CPD Credit Value	8
Member Price	£166.50 + vat
Non-Member Price	£185.00 + vat
Course Format	Classroom/workshop
Course Duration	1 day
Venue	STC Uxbridge / regional centre

VSTD33

**How do I book?** See ‘How to make a booking’ on page 126  
CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



# UNIT INJECTOR SYSTEM DIAGNOSIS

## COURSE OVERVIEW

This course is designed to provide technicians with diagnostic testing skills on Bosch Unit Injection systems fitted to diesel passenger cars and light vans. The operation of the system sensors and hydraulic components is covered in depth, along with vital information for the safe testing of components and correct fault diagnosis. Interpretation and analysis of the various system inputs and outputs is integral to a good diagnostic process.

A series of tests are conducted using an oscilloscope, along with other Bosch test equipment for a variety of system diagnosis procedures. This course is not suitable for technicians without previous training or experience in diesel injection.

*This course is delivered by Bosch and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

Vehicle technicians competent with gasoline injection systems and are already familiar with the essentials of diesel car and light van technology.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Identify and state the function of sensors, actuators and components of Unit Injection systems.
- Carry out key test procedures used for the diagnosis of Unit Injector systems.
- Identify fuel system faults and confirm repair requirements.
- Identify electrical component faults and confirm repair requirements.

CPD Credit Value	10
Member Price	£166.50 + vat
Non-Member Price	£185.00 + vat
Course Format	Classroom/workshop
Course Duration	1 day
Venue	STC Uxbridge / regional centre

VSD16

# SELECTIVE CATALYTIC REDUCTION SYSTEM (SCR) - ADBLUE™

## COURSE OVERVIEW

This course covers AdBlue systems used on Euro IV and Euro V commercial vehicles. It covers how emission control systems have evolved from Euro I to Euro V including the latest post treatment technologies, e.g. DPF, FAP and the SCR chemical process. Each component of the SCR system is analysed in detail including self diagnosis in relation to Bosch Denoxtronic 1 used by DAF, MAN and Scania, Bosch Denoxtronic 2 used by Iveco, Renault and Volvo, Mercedes Bluetec system and the Cummins MSCR system. The learner will gain an understanding of the diagnostic processes and procedures used for effective trouble shooting on these systems.

*This course is delivered by Texa UK Limited and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

Workshop Technicians and supervisors who are involved in diagnosing and repairing modern commercial vehicle AdBlue systems.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Understand why vehicle manufacturers have to use these systems to comply with emission legislation and the processes adopted by the vehicles with regard to emission standards.
- Identify the difference between all of the systems used by vehicle manufacturers.
- Understand the function and operation of each component on the various systems.
- Be able to confidently test each system correctly (electrical, hydraulic and pneumatic) for accurate diagnosis.

CPD Credit Value	15
Member Price	£342.00 + vat
Non-Member Price	£380.00 + vat
Course Format	Classroom and workshop
Course Duration	2 Days
Venue	Texa UK Ltd training centre, Nelson, Lancashire

**How do I book?** See 'How to make a booking' on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**



## MOTORCYCLE DIAGNOSTIC PRINCIPLES

### COURSE OVERVIEW

This course is designed to give the learner an insight into modern motorcycle electronic systems and be able to carry out accurate diagnosis. Starting with dashboard blink codes through to serial diagnosis and the latest CAN Bus systems the learner will be led through effective diagnosis procedures carried out on engine management, ABS and body control systems. This includes fault code reading, live parameters, data recording, carrying out activations and making settings and adjustments on live motorcycles in the workshop. Wiring diagrams and technical data will be referenced and applied during the course.

*This course is delivered by Texa UK Limited and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Motorcycle workshop technicians who are involved in the diagnosis and repair on modern electronic systems.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand electronic systems used on modern motorcycles including petrol injection, CAN Bus and ABS.
- Connect diagnostic equipment and make serial diagnosis on a range of electronic systems on a motorcycle.
- Utilise the data from diagnostic equipment to make accurate system diagnosis on these systems.

<b>CPD Credit Value</b>	<b>9</b>
<b>Member Price</b>	<b>£126.00 + vat</b>
<b>Non-Member Price</b>	<b>£140.00 + vat</b>
<b>Course Format</b>	<b>Classroom and workshop</b>
<b>Course Duration</b>	<b>1 day</b>
<b>Venue</b>	<b>Texa UK Ltd training centre, Nelson, Lancashire</b>

## TRAILER EBS (ELECTRONIC BRAKING SYSTEM) ADVANCED SETTINGS

### COURSE OVERVIEW

This course is based on the three main EBS braking systems Wabco, Knorr Bremse and Haldex covering the differences between the early generations and the latest. Learners will also study pneumatic braking and emergency functions of the service and park brake circuits and the connections between the tractor unit and the trailer including ISO 7638, 24S and N, red and yellow pneumatic lines. In the workshop learners will cover a wide range of up-to-date systems and will do practical testing on purpose built test rigs including pneumatic and electronic, self-diagnosis and ECU programming on all versions.

*This course is delivered by Texa UK Limited and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

Workshop technicians and supervisors who are involved in the service and repair of trailers with EBS.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Understand the electrical and pneumatic connections between tractor unit and trailer including emergency functions.
- Identify all of the different EBS systems fitted to trailers
- Carry out pneumatic and electrical tests for accurate diagnosis.
- Make diagnostic communication with all of the systems to troubleshoot issues.
- Programme a new replacement EBS module.

<b>CPD Credit Value</b>	<b>15</b>
<b>Member Price</b>	<b>£270.00 + vat</b>
<b>Non-Member Price</b>	<b>£300.00 + vat</b>
<b>Course Format</b>	<b>Classroom and workshop</b>
<b>Course Duration</b>	<b>2 days</b>
<b>Venue</b>	<b>Texa UK Ltd training centre, Nelson, Lancashire</b>



# ZF 6 SPEED AUTOMATIC TRANSMISSION

## COURSE OVERVIEW

This two day course considers the key aspects of the light vehicle ZF 6HP automatic transmissions operation and servicing requirements and covers basic diagnostic skills. The course content will include:

- Transmission design and operation.
- Lubrication requirements.
- Correct oil change processes.
- Basic diagnostic skills.
- The use of the ZF Test Man diagnostic system.

*This course is delivered by ZF Services UK Ltd and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

This course is aimed at garage technicians or mechanics for car and light commercial vehicle applications.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- How the 6 speed automatic transmission operates.
- The lubrication requirements of the transmission.
- The effect of using the incorrect lubricants.
- The correct processes for oil changes.
- How to correctly identify transmission faults in order to ensure correct diagnosis (A separate course operates covering detailed transmission diagnostics, including information on the mechatronic unit).

CPD Credit Value	17
Member Price	£306.00 + vat
Non-Member Price	£340.00 + vat
Course Format	Classroom/workshop
Course Duration	2 days
Venue	ZF Services UK Ltd, Crick, Northants

# ZF CLUTCH SYSTEMS

## COURSE OVERVIEW

This one day course considers the key aspects of light vehicle clutch system awareness, illustrating the clutch functions, components and types through presentation, discussion and hands on tutorial. The course content will include:

- Components and clutch operation.
- Clutch release systems - CSC fitting awareness and installation
- Vibration damping - damper design, functions and features.
- XTend self-adjusting clutch - features and fitting awareness.
- Fitting awareness theory.
- Practical fitting awareness (workshop).

*This course is delivered by ZF Services UK Ltd and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

## WHO IS THE COURSE FOR?

This course is aimed at garage technicians or mechanics for car and light commercial vehicle applications.

## WHAT WILL I GET OUT OF IT?

### You will be able to:

- Skills to undertake a correct clutch and release system installation.
- Recognition of the a clutch components.
- Knowledge of vibration reduction.
- Skills to undertake a practical clutch damage assessment.
- Guidance from experienced tutor; with extensive practical knowledge of SACHS clutches.
- Potential workshop costs reduction (reducing chances of repeat vehicle failure).

CPD Credit Value	10
Member Price	£153.00 + vat
Non-Member Price	£170.00 + vat
Course Format	Classroom/workshop
Course Duration	1 day
Venue	ZF Services UK Ltd, Crick, Northants

**How do I book?** See ‘How to make a booking’ on page 126

CPD bookings and advice: Call **+44 (0) 1992 519025** or email **cpd@theimi.org.uk**

## ZF DUAL MASS FLYWHEEL

### COURSE OVERVIEW

This one day course considers the key aspects of light vehicle DMF awareness, illustrating the DMFs superiority above conventional dampers through presentation, discussion and hands on tutorial. The course content will include:

- Conventional driven plate dampers, functions and failures.
- DMF — why install it, why do we need it and how does it work?
- DMF — components and types.
- DMF — wear and damage assessment.
- Vehicle system faults and investigation.
- DMF — practical assessment of damage(workshop).

*This course is delivered by ZF Services UK Ltd and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

This course is aimed at garage technicians or mechanics for car and light commercial vehicle applications.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Skills to undertake a practical DMF damage assessment.
- Recognition of the principle differences between conventional damper and DMF.
- Fault finding skills for root cause of DMF failures.
- Guidance from experienced tutor; with extensive practical knowledge of SACHS DMF.
- Potential workshop costs reduction (reducing chances of repeat vehicle failure).

<b>CPD Credit Value</b>	<b>10</b>
<b>Member Price</b>	<b>£153.00 + vat</b>
<b>Non-Member Price</b>	<b>£170.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	1 day
<b>Venue</b>	ZF Services UK Ltd, Crick, Northants

## ZF STEERING AND SUSPENSION

### COURSE OVERVIEW

This one day course considers the key aspects of modern light vehicle steering systems and gives an insight into the developments currently taking place in both steering and suspension systems. This is done by both classroom and hands on tutorials. The course content will include:

- Steering System Integration.
- Shock Absorber development including continuous damping control.
- Suspension developments and the use of composite materials.
- Active Steering Systems.
- Vehicle system faults and investigation.
- Steering Geometry set up and complexity using VW/Audi multilink system as an example.

*This course is delivered by ZF Services UK Ltd and upon successful completion qualifies for IMI Quality Assured Programme (QAP) certification.*

### WHO IS THE COURSE FOR?

This course is aimed at garage technicians or mechanics for car and light commercial vehicle applications.

### WHAT WILL I GET OUT OF IT?

#### You will be able to:

- Steering and suspension systems as integrated parts.
- Modern developments in steering and suspension systems.
- The principles of active steering systems.
- The importance and complexity of steering geometry.
- Potential workshop costs reduction (reducing chances of repeat vehicle failure).

<b>CPD Credit Value</b>	<b>10</b>
<b>Member Price</b>	<b>£153.00 + vat</b>
<b>Non-Member Price</b>	<b>£170.00 + vat</b>
<b>Course Format</b>	Classroom/workshop
<b>Course Duration</b>	1 day
<b>Venue</b>	ZF Services UK Ltd, Crick, Northants

# ABOUT OUR CPD PARTNERS

All course content and partner profile information are kindly provided by each of the CPD Partners.

## A.C.T. (NATIONAL) LTD

Formed in 1997, A.C.T. (National) Ltd offers training and consultancy services to the automotive aftermarket. We are the only approved and licensed supplier of the IOSHH (Institute of Occupational Safety and Health) 'Managing Safely within Automotive Retail' and 'Working Safely within Automotive Retail' courses. At our core is the provision of Safety, Health and Environmental Management Services which aids and assists motor manufacturers, dealer groups, SMEs and individuals in progressing toward legislative compliance.

## ASCARI TRAINING AND CONSULTING LTD

Ascari Training and Consulting Ltd is a leading training and consulting company specialising in sales and customer service training for the automotive aftermarket. Our company designs, develops and delivers a comprehensive range of learning programmes from trade parts sales to accessory merchandising, and from inventory management to electronic parts catalogues. Operating in the UK, Europe, Middle East and

Africa, our company, which started in 1991, counts some of the world's largest vehicle manufacturers amongst our longstanding clients. Participants enjoy the dynamic way in which training is delivered, while their managers and directors welcome the results achieved.

## BODYSHOP CONSULTING

Bodyshop Consulting delivers proactive solutions to bodyshops and accident repair centres of all sizes - franchised or independent. From training management to other key personnel, we look at all areas of operation within the business. Business turnarounds are what we specialise in. Net profit is our prime focus for any business we work with, where the current starting point is, and what potential can be realised. We involve all employees in any changes needed to improve the current performance of the business as their involvement is paramount to a successful undertaking of any change project.

## BOSCH

The Bosch Group is a leading global supplier of innovative technologies and solutions. Our product philosophy is 'Invented for Life', which underpins our aim to improve the quality of life and help to conserve energy resources. Automotive Technology is the largest Bosch business sector. Bosch manufactures a range

of systems including fuel-injection systems for internal combustion engines, peripheral devices for power train control, alternative drive concepts, active and passive vehicle safety systems, driver-assistance and other guidance functions, in-car information and communication systems. In the Automotive Aftermarket, Bosch offers an extensive range of original equipment quality parts, garage equipment, technical support and training as well as service concepts.

## BRIDGWATER COLLEGE

Examination and course results consistently place the College amongst the best of all education and training providers in the South West. We have an excellent reputation both regionally and nationally as a highly successful provider of training. The College is accredited with the Training Quality Standard for provision to employers, in particular for its services to the automotive industry. National training solutions can be catered for via the College's involvement with The Motor Industry Skills Consortium (MISC).

## CALEX UK

Calex UK was formed in 1997 and is a specialist training and consultancy organisation, working with global employers across a wide range of sectors. We specialise in working within the automotive sector with many large automotive manufacturers, delivering bespoke learning and development programmes to maximise the skill levels and productivity of today's employees. Cost effective, flexible, client-focused quality solutions with a genuine passion to develop long term partnerships and improve client performance through staff development.

## CIP DEVELOPMENT SERVICES

The CIP Directors have a lifelong experience in the motor industry and have been undertaking the CIP Programme for over two decades all over the world with great success. In each case the savings related to the changes recommended have far exceeded the cost of the exercise to the benefit of the company, the employees and the customers.

## GRASS ROOTS

Grass Roots are a performance improvement business that has worked with the automotive sector since 1980. Services include face-to-face training, customised to the needs of the client organisations and delivered by a dedicated team of trainers, coaches and facilitators. We also offer tailored on-the-job coaching with our skilled coaches, minimising extraction from the shop floor. In addition our e-learning is created by experts and delivered through our intuitive system.

## NELSON CROOM

Founded in 2000, Nelson Croom has rapidly grown into a leading developer and publisher of online professional development courses. Our courses are designed to put you in charge and actively engage you in your own professional development. You can work through the courses at your own pace, and you are able to learn from expert authors and from your peers. E-learning is available 24/7 and offers a genuine learning experience by encouraging you to apply and practise what you've learned.



## PAR AUTOMOTIVE

Since 1999 our team has specialised in helping people grow by developing skills and giving a renewed sense of energy and motivation to want to deliver improved results. PAR is a highly-acclaimed training organisation with extensive automotive experience and a simple philosophy – training should produce a measurable change in behaviour during the learning process and a measurable improvement in performance afterwards. Our ability to go beyond conventional training and to shape people attitudes, beliefs and values gets people to really want to learn.

## REMIT IT ACADEMY

Remit IT Academy is the IT apprenticeship and training division of the Remit Group, endorsed by Microsoft and a member of the Microsoft IT Academy programme. We are committed to being the learner- focussed IT provider of choice, offering technical, sales and user apprenticeships. We also offer a wide range of technical and end user courses which are delivered through distance learning or self-paced study. All our programmes can lead to professional qualifications or certifications.

## RTS GROUP

The RTS Group is a learning and development agency and we specialise in improving performance in the automotive sector for management, sales, aftersales and finance. We are in our 25th year of business and we work with a wide range of automotive brands and their dealers. Our trainers and consultants have a wealth of experience and translate this into practical tips and knowledge to help you improve and deliver the results you need. We speak your language and are passionate about helping you.

## SCANIA (GREAT BRITAIN) LTD

The Scania Training Centre is widely recognised as one of the best training facilities of its type in the world. Scania is a major supplier to British industry of trucks, buses, coaches and engines for industrial and marine applications. Additionally, the company provides a wide range of complementary and ancillary services in support of its products and customers through its 90-plus strong network of service centres. Reflecting its own commitment to training, Scania has invested heavily in an extensive and modern training centre. Located centrally in rural Leicestershire and dedicated to excellence, expertise and personal development, the centre has been totally equipped to meet every training need.

## THE ACADEMY OF MOTORSPORT SCIENCES

The Academy of Motorsport Sciences hosts training courses in core subjects relating to the exciting world of motor racing. The courses are a blend of classroom and practical activities which are held in very professional facilities. You can expect to gain a good working knowledge of engine management systems and their calibration, engine dynamics, chassis dynamics and aero dynamics.

## THE TRADING STANDARDS INSTITUTE

TSI is a long-term provider of professional training for businesses. We are the national accreditation and awarding body for the Trading Standards Qualification Framework (TSQF). TSI deliver a unique range of training programmes to help business staff understand trading



regulations, to know their business rights, and to protect themselves and customers. Our training helps companies to reduce costs, improve customer service and enhance business reputation.

## UNIVERSITY OF GREENWICH

The University of Greenwich Business School draws specialist staff from around the world and has a growing research presence at national and international levels. We aim to work with businesses and organisations to uncover the critical factors that affect business performance. Through our consultancy services and short courses, we prioritise learning related to business issues and seek to deliver the solution.

## PROFESSIONAL INSPIRATIONS LTD

Professional Inspirations is headed by Nige O'Shea FIMI, who has enjoyed a highly successful career within the automotive industry. For the past 14 years he has specialised in training and consultancy. In 2004 he set up Professional Inspirations Ltd, aiming to make training and consultancy support more available to smaller independent dealer groups and help professionals to achieve their targets.

## TEXA UK LTD

TEXA UK opened its offices in January 2006. Today TEXA is a global leader in the design, development and production of multibrand diagnostic tools, exhaust gas analysers, air conditioning service stations and telediagnostic devices for cars, bikes, trucks, boats and farm machinery.

TEXA has an extensive, worldwide distribution network and employs over 450 people, 350 of whom are based in the company's head offices in Monastier di Treviso, where all TEXA products are designed, developed and made.

## ZF SERVICES UK LTD

ZF is a global leader in driveline and chassis technology with 122 production companies in 26 countries. In 2013, the Group achieved a sales figure of approximately EUR 16.8 billion with 72,643 employees. ZF is among the top 10 companies on the ranking list of the largest automotive suppliers worldwide.

The company was founded in 1915 for the development and production of transmissions for airships and vehicles. Today, the group's product range comprises transmissions and steering systems as well as chassis components and complete axle systems and modules.



**Professional Inspirations Ltd**  
automotive training and consultancy at its best





# HOW TO MAKE A BOOKING

To purchase a course, simply visit **[www.theimi.org.uk/courses-and-events](http://www.theimi.org.uk/courses-and-events)** and click on either 'courses' or 'e-learning'. Select the course from the list provided or use the search facility.

If you're not already an IMI Member, you'll need to register and create an IMI user account to book a course online. By registering, you'll also have access to exclusive content on the site and be kept up to date with news and events that are relevant to you. You can do this at **[www.theimi.org.uk/create-account](http://www.theimi.org.uk/create-account)**.

Courses can be paid for online using a debit or credit card. If you wish to book a course which does not have a specific date/venue attached to it, please call for further details. If you wish to make a group or commercial booking, or would like to pay by cheque, please contact us.

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Call the Professional Development team  
on **+44 (0) 1992 519025**  
Email us at **[cpd@theimi.org.uk](mailto:cpd@theimi.org.uk)**

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# TERMS AND CONDITIONS

## BEFORE BOOKING

Before booking, please read the course information carefully to ensure that it meets your needs. If you require further information about whether the course is right for you, please call the Professional Development team on **+44 (0)1992 519025** or email us at **cpd@theimi.org.uk**

Please read the IMI learner Terms and Conditions before booking a course, as it constitutes a legally-binding contract. These can be obtained by calling us on **+44 (0)1992 519025** or visiting **www.theimi.org.uk/cpdterms**

## PAYMENTS AND FEES

Payments may be made by debit/credit card using Sage Pay or by invoice. Invoices will be sent to the contact name and address supplied at the time of booking. Fees must be received in full before the start of the course as set out in the IMI Terms and Conditions.

## BOOKING CONFIRMATION

Learners will receive confirmation of booking and joining instructions.

## ACCOMMODATION AND TRAVEL

The cost, sourcing and booking of accommodation and travel to and from the venue are the sole responsibility of the learner.

## CANCELLATIONS

Please read the IMI Terms and Conditions to understand the full details relating to cancellations. Any cancellation must be received in writing (letter or email). The appropriate charge will apply dependent on the cost of the booking and will be based on the following percentage scales:

**20 plus working days before event - 25% of fee**  
**16 working days but less than 20 days - 50% of fee**  
**15 days or less - 100% of fee**  
**Non attendance without notification - 100% of fee**

## IMPORTANT NOTES

It may be necessary, for reasons beyond the control of the IMI, to change the date or venue of a course or event. In the unlikely event of a cancellation by the IMI, the IMI will automatically make a full refund but disclaim any further liability.

The IMI is registered under the Data Protection Act 1998. Personal information supplied to the IMI will be stored securely and used in relation to the course onto which you have booked. Your personal data will be passed onto the IMI CPD Partners for course/event registration purposes; however the IMI will not divulge any personal information to other third parties without your consent. Personal data in relation to post-course feedback, attendance and achievement data (where applicable) will be passed from the IMI CPD Partner to the IMI to enable the issuing of CPD certificates and ongoing course improvement. IMI CPD Partners will not divulge any personal information to other third parties without your consent.

Full details of the reasons why the IMI process personal information are given in the IMI Data Protection register entry, which can be found on the Information Commissioner's website [www.ico.gov.uk](http://www.ico.gov.uk). Participants may be contacted by letter, email or phone with details of future courses/events and publications organised or promoted by the IMI, which may be of interest to you.

## IMI Registered office:

Institute of the Motor Industry, Fanshaws,  
 Brickendon, Hertford SG13 8PQ

