



EMPLOYER ENGAGEMENT SUPPORT

FOR COLLEGES AND PROVIDERS

The introduction of The Apprentice Levy and co-financing for SMEs means that the landscape is changing beyond recognition for colleges and training providers. The employer engagement skills and strategies that have served colleges and providers for the last 30 years will need to evolve. Financial negotiation, value propositions and competitive advantage will come into sharp relief in this new business climate. With our training sessions and consultancy services you'll learn how to adapt and prosper quickly, with immediate results.

It's good to have a consultant who has worked in your sector but better to have someone who is still doing it. WBTC Training and Consultancy is run by a provider for providers and utilises the training skills of Matt Garvey an experienced sales & marketing practitioner at West Berkshire Training Consortium. You will be working with someone who is coping with the daily challenges of running an apprenticeship provider, engaging employers and generating quality outcomes. One of the key features of WBTC is that it has been charging employers for funded services for 20 years. This has been underpinned by exceptional employer engagement strategies leading to excellent outcomes for learners and employers. Furthermore this has been successful in spite of many competitors who trade on the basis of being 'free of charge'.

**WE GIVE YOU THE SKILLS AND TOOLS NEEDED TO SUCCEED
BASED ON OUR EXPERIENCE, NOT THEORY**

TRAINING WORKSHOPS

The introduction of The Apprentice Levy and co-financing for SMEs changes everything about employer engagement. Matt's support will equip your staff with the skills to build business cases for apprenticeships, maximise value for a levy-payer and successfully negotiate prices, terms & conditions. If your staff are not used to charging employers for apprenticeships then this training will be invaluable.

INTRODUCTION TO SALES

Identifying sales opportunities

Establishing customer types

CONSULTATIVE SELLING PART 1

Intelligent questioning in sales (pt 1)

Identifying customers
Establishing the needs for Apprenticeships

Face to face selling (pt 1)

CONSULTATIVE SELLING PART 3

Intelligent questioning in sales (pt 1)

Developing buying needs
Identifying buying signals

Face to face selling (pt 2)

PROMOTING THE BENEFITS OF APPRENTICESHIPS

Features, Advantages and Benefits

Matching the solution to customers

CLOSING DEALS

Negotiation skills

Identifying opportunities to close deals

Closing techniques

IMPLEMENTING FINANCIAL CHARGES FOR APPRENTICESHIPS

Implementing charges

Segmenting customers

Defining quality

MATT GARVEY

Matt is Managing Director of WBTC having worked his way up the ranks through the employer engagement team. He has also been a director with a national apprenticeship provider.

Matt has provided training and support to many providers around England improving the employer engagement skills of their staff. Matt's LinkedIn profile is [here](#).

More recently Matt has run workshops at the AELP National Conference and the FE Week Annual Apprentice Conference.



CONSULTANCY

Business leaders and owners may need to revisit their sales & marketing strategy to ensure effectiveness in the post Levy environment. Never before has the relationship between Quality, Service & Price been so important. We help providers position themselves for a success under the current and future funding arrangements.