



and



are collaborating whereby

**New Horizons (Institute for Work Competencies)**

Higher Education Institution licence 2016-015

is awarding an online

**Award in**

# **SELLING & GENERATING REVENUE**

**MQF Level 5 (3 ECTS)**

**20 April – 18 May 2021**



Award in

# SELLING & GENERATING REVENUE

---

## **DATES**

20 April, 27 April, 4 May, 11 May and 18 May 2021.

*We reserve the right that dates may change with prior notice.*

---

## **FEE**

€450 per person

Participants can apply for EU funding under the Investing in Skills Scheme and/or Training Pay Scheme managed by JobsPlus and/or under the Get Qualified Scheme managed by the Ministry for Education. Click [here](#) for further info.

---

## **TRAINER**

Mr Joseph Gerada

---

## **DURATION**

Lectures are held from 3.00 pm to 6.00 pm

---

## **VENUE**

Further information on how to join the virtual course, will be shared with you upon your registration.

---

## **For further information**

Dorianne Azzopardi Cilia  
admin@maltaemployers.com  
t: (+356) 21 237585, 21 222992

Joe Gerada  
t: (+356) 79430108

**For registration click [here](#)**

## course DESCRIPTION

We are all in business to providing service to customers, no matter what our job is. So, an important issue for all of us is the extent to which we satisfy the needs of our customers. The expectations of customers are constantly rising and, in this regard, developing a customer oriented organisation, training managers in making confident presentations, engaging in effective negotiations while providing outstanding customer service are critical for sustain business.

## Benefits for the ORGANISATION

Customers have become global, more demanding and diverse and to be successful organisations need to be at least as diverse, strategic and creative as the environment that they operate in.

Organisations have no time for complacency as competition is always ready to seize the moment and capitalise on opportunities. In fact organisations give priority to customer service and most immerse themselves in creating a culture of outstanding service. Managers who embrace such culture drive others to focus on this key performance indicator while inspiring colleagues with the confidence and ability of preparing and delivering presentations to potential customers. Negotiation is another important aspect that the course covers. It helps the delegate approach the task with competence, in the full knowledge that he or she knows how to manage the process and confident that he or she have had the opportunity to practice through role plays.

## Benefits for the DELEGATE

The delegate shall be able to use tools to develop a culture of customer service in the organisation and lead colleagues in delivering outstanding levels of customer service. He or she shall be heavily engaged in learning, preparing and delivering presentations before a real live audience. The delegate shall also learn and practice the art of negotiation.

## Mode of TRAINING

The program is conducted by a professional trainer and specialist in Human Resource Management and Development with over 30 years of experience in leading organisations in both the public and private sectors.

The mode of training is interactive with time for discussion and sharing of experience, analysis of work related video clips and an array of exercises that help the delegate discover his or her strengths and weakness. Moreover identify areas for improvement and plan action for change.

## Mode of ASSESSMENT

There are no written assignments but a system of recording on a diary and or journal where the delegate reflect and documents the learning made and how he or she applied it in practice at work. The assessment is about helping the individual develop the skills to do things in practice as opposed to know about things. The supervisor or the manager of the delegate shall also have a role in observing the delegate and assist in the learning.

## entry REQUIREMENTS

Individuals who are already in supervisory or management positions and / or identified for such positions in the course of the next 12 months. They need to have the ability to read and write in the Maltese and / or English languages.

## EVENT BOOKING T&Cs policy

Please click [here](#) to view the MEA's Event booking terms and conditions and cancellation policy.

## CERTIFICATION

The delegate is required to obtain a 50% overall grade and a 75% attendance in order to qualify for a certificate of achievement by New Horizons. The course is equivalent to 3 ECTS. If any of the conditions are not satisfied, the Board of Studies may consider issuing a certificate of participation to the delegate concerned. The certificate does not lead to a warrant.

Since the course will consist of intensive sessions with heavy participant involvement and discussion, attendance is limited to a maximum of **eighteen (18)** persons. Applications will be accommodated on a first come first served basis.

*We reserve the right to alter the programme due to circumstances beyond our control.*

## course **STRUCTURE**

### **Selling and generating revenue**

16 contact hours – 3 ECTSs

1. Customer Service
2. Presentation Skills
3. Practice of Presentations
4. Negotiation skills

## **TRAINER**

### **Joseph Gerada**

The programme shall be delivered by Joseph Gerada with over 30 years of work experience in leading public and private organisations in Malta. He is a freelance management consultant specialising in people management issues, re-structuring, recruitment, training and mediation.

He holds a Master degree in Mediation for Conflict Resolution from the Institut Universitaire Kurt Bosh Switzerland, a diploma in Applied Social Studies from the University of Malta and is trained in management and leadership from Cranfield University UK and the School of Management of the University of Singapore. He is a fellow member of the Chartered Institute for People Development UK and an Accredited Management Trainer.

## **ORGANISATION**

The program is being administered by the Malta Employers' Association while delivered and awarded by New Horizons (Institute for Work Competencies). The Malta Employers' Association is licensed as a Higher Education Institution (License No.: 2017-001) by The National Commission for Further & Higher Education.