

# 5 Simple Steps for Creating your own Management Training Course



Hello, and welcome to your new journey as a management training presenter. This document is a step-by step guide that will help you prepare and deliver your very own management course along with my book "[The Manager's Guide to Becoming Great](#)" using just five simple steps. I'll help you walk through these steps in a very easy to use way so that you can properly prepare, schedule and select a class location, market your class to others, deliver the proper sales pitch, and then present to your class.



## Step 1- Prepare

Review the provided materials

Once you have [downloaded](#) my presentation and bought at least one copy of my book from the website [www.management-book.com](http://www.management-book.com) you should be ready to proceed to review all the materials. The short length of my book should make it easy and quick to read within a day or so, but feel free to take your time and understand the important parts of the book.

### Understand the Story



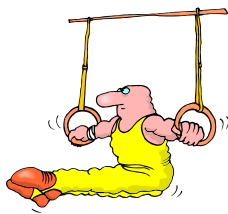
The most important part of starting a training class and preparing to instruct others is that you must understand the story behind the presentation so that you can effectively communicate that story to others. Therefore, it is very important that you start by reading my book right away so you are familiar enough with the written materials and can then properly present your course material with authority and vigor. I have taken the ownership of putting together a PowerPoint presentation so you can easily deliver your class with as little effort as possible. In fact in my opinion, the most important aspect of a class is your preparation and it's often the most difficult aspect of presenting a course. While reading the book, take out the presentation in either electronic format or print the presentation so that you can follow along in the book and understand all of the aspects that you may need to cover while presenting to the class. The PowerPoint is designed to

follow along step by step through the book and deliver the maximum value to your students.

Take a moment to imagine you are in front of your class and think hard about the most important points that you feel you should cover on each slide. Use your own experience as an employee or manager to enhance the slides with insights about what your feelings were or situations you faced on the job and how you'd handle things better a second time around. The idea is to have an interactive class so that both you and the class learn from each other in a collaborative way. Don't be afraid to have the class contribute, this class is about your students not about your ego, you'll look good and earn points if your students walk out after learning some valuable information. You'll also notice that inside the presentation, I have provided bullets and animations upon each click so that you can properly address each important point along the way. The animations are there to provide you the opportunity to speak and share personal insight; it is also an aid to help you set the timing of the presentation.



### Practice



Once you have done a proper review you should then schedule some friends or family members together in a room and practice some of your presentation. Getting feedback is critical, don't be too sensitive to receive criticism, this is crucial for you to ensure you continue to develop your presentation skills and deliver a quality class. You do not need to practice the entire presentation if you feel comfortable with the material. I do feel it's extremely important that you take the time to review each slide and rehearse the presentation content to yourself. If you are unable to obtain friends or family, you can look for a local [Toastmaster's](#)

[International](#) group to join and practice presenting for more experienced feedback.

## Step 2- Find a Location

### Select a location

Obviously in order to hold the class we will need to have a location which will have a classroom setting such as tables and chairs, a projector and possibly a podium so that we can speak in front of an audience. There are many locations around most cities that can provide the location for you at reasonable cost or no cost at all. If you are delivering your class to random participants then you will need to secure a location from one of these sources. I would recommend speaking with local office locations about renting their office meeting rooms and some homeowners associations own their own facilities and rent those facilities to the public. Craigslist can also be a good source of rentable space so it's a good idea to check around thoroughly. If you can get a good low cost location you'll want to see if you can use it on a recurring basis. If you are presenting to a company and its management team, they may have a presentation room that you can use and can be identified during discussions with your potential clients.



### Review the location's facilities



Once you have selected a location you'll need to get a brief rundown of where the location's on-site facilities are and be prepared in the beginning of your class to announce where the bathrooms, break room and emergency exits are located. I know these suggestions may sound like a little strange to mention but the last thing you want is someone to claim you have some liability in the event of an emergency.

### Determine maximum class capacity

When you finally select a location, you'll need to find out how many participants can attend the class. So if you have ten seats, then you'll want to put this fact into your marketing & advertising efforts to ensure you let others know that the seating is limited because it's a class that is in demand. If you are happy with the number of students you can have at the location and the price of the room is right you can move forward with renting the location.



### Set your pricing for profits



Once you select a location, you'll be able to calculate what your bottom line costs will be you can then set your per-student course pricing. I'd recommend you do this first in order to ensure you can change your prices if necessary ahead of time to compensate for any variances in the cost of the classroom or presentation facilities. A typical management training course can price anywhere from \$500-\$5000 depending on who is presenting, the extra value they are delivering as a presenter, the needs of the clients, and the size of the company you are selling the course to. It will be up to you to decide what value you feel is most appropriate for your class and for your own profitability. For me, a one-day on-site presentation is billed at approximately \$12,000 per day including any travel expenses such as hotel, transportation and food. Obviously this is a negotiable price and will be very dependent on your client, your situation, appropriateness to the geography and any competition you face locally.

## Step 3 – Market your class

### Identify your target audience

In order to properly market your training course to your intended participants, you must identify your target audience. Since the topic of management is so broad, your course can be marketed to any one of many different types of businesses. My suggestion is to select a business type that you know most about. For instance, if your background is in retail and you have worked in retail

environments, then you should target your training class towards retail businesses. The reason I suggest this is that you'll be able to speak properly to the things that pertain to a retail setting, this is important so that the class participants can connect with you a bit more on a personal level, and they will feel that they are getting a higher value for their money since you know what they are going through in their daily jobs.

#### Advertise you class

Once you have selected your target audience, you'll need to advertise your class to that audience. There are many ways to advertise your class, so you'll need to pick the most appropriate method for the audience you have selected. For the retail example I provided earlier, you may want to go to your local City Chamber of Commerce and see if there are any networking events that you can attend. These are wonderful meetings to meet and greet the city's local business owners and hand out your card or class marketing materials to promote your class. Other good options available to you are local magazines, newspapers, periodicals or trade newsletters. On the internet you can create websites and use [adwords.google.com](https://adwords.google.com) in order to market your class; however you'll need to ensure your ads are properly configured to go to your target geographical location or a relatively close location to where you wish to hold your class. I have heard that Craigslist can be a good place to get people interested, if you are a training company, you can simply add my course to your existing curriculum. Don't get carried away, only spend what you need to in order to attract clients, and make sure you budget properly to ensure your profits.



### Step 4 – Give your sales pitch

#### Selling to companies and corporations



If you are looking to sell your management course to corporations or larger private organizations, you would probably do best to create a sales pitch slide deck in order to present the value of the class to your customers. Larger corporations typically prefer to deal with those that can do what is called a corp. to corp. sale, which means you must have a corporation formed and be able to sell from your corporation to the other corporation rather than to individual people. This often requires a dedicated sales staff and some paperwork to get your company properly formed. Your sales pitch should cover in brief the value you'll bring that is unique, the experience your presenters have and the ways in which you feel your presenter can help educate. You must also convey that your goal is to make your customer's management more efficient with their teams and increase attentiveness to their managerial duties. After you've performed Step 1 above you should be able to formulate a good story about how you will deliver value

for your customer.

The key ingredient in a corporate sale is that you do not over-sell and don't seem too needy, needy people that seem desperate often scare away potential buyers because the customer feels that the salesperson is too aggressive. Try different approaches each time you meet with your target customers and see what works best. Don't forget that optimizing your selling method and sales pitch is a continuous refinement process and that eventually, you'll get very good at making your deals close with very few words. Be short and to the point with your customer and ask them if they've ever felt the need to train their management and let them talk after this question is posed. Listening is the key to finding out what is bugging them. Once they have given you the background on their company and their issues, let them know you will have the presenter focus on that aspect of their problem during the class.

### Step 5 – Deliver your presentation to your class!

There's nothing magical about this, just get up, introduce yourself and provide your background. Let the class know that it will be a relaxed, comfortable environment and that everyone can feel free to ask questions or interact during the presentation. Remember, don't just read the slides, use them to guide the presentation, the advice you give and the conversations or discussions you'll have with the class. The most common complaint during presentations is that "the presenter just read the slides" and if you just read the slides your customers will feel they received less value and you will be rated poorly. **You are the product!** The presentation slides and the book are only the guide, so have fun with it! I sincerely hope you'll have the same level of success that this methodology has brought to my life and my own presentations. Good Luck!



Your friend,

Lawrence Pingree,

Author of "The Manager's Guide to Becoming Great"

Management-Book.com