Robert Price
Pathway to Management Programme

Background | Feedback | Results
February 2025

Delivered by

ROBERT PRICE

Pathway to Management

Background

To ensure consistency of Branch Management, the content for the Pathway to Management was selected from the **Robert Price Excellence in Branch Management Programme**©. Once again, a bespoke programme was provided to Robert Price by R&S Reed Consultants Ltd and selected Associates.

Pathway to Branch Management is a programme aimed at people who are undertaking a talent development programme, enabling them to progress to Assistant Branch Managers of the future. An 8-month hybrid programme comprising of the following Key Topics:

Key Topics

The People Managers Role	Tasks and Organisation	Empowerment Delegation
HR People Processes	Customer Journey 'One Stop Shop'	Coaching Culture
Delivering High Performance	Effective Project Management	Communication Skill
Change Management	Management Essentials Framework	Team Dynamics
Operational Excellence - Working Together	Day in the Life of a Branch Manager	Sales Growth in a Day

> **"The programme gave me a huge growth in confidence. This was something I'd never undertaken before, and to have really good feedback after my presentation was another confidence booster.**

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Talent Development - it's all in the Numbers

99.5% Overall customer talent development satisfaction rate	**15** Key Topics in Leading Self, Leading Organisation, Leading a Function	**£513K** Overall increased Sales	**4** Themed Pocket Prompts Leadership Business Tools Clarity4D Sales
3 Branch Managers career progression because of the programme	**4** Step Sales Cycle 'Sales Growth in a Day'	**1** GiraffePad dedicated Learning Management System	**2** Assistant Branch Managers career progression because of the programme
2 Clarity4D Profiles Leadership Sales	**2** BMF Training Consultants collaborate to deliver programme	**7** Bespoke events (Hybrid) delivered over 12 months	**8** Colleagues identified via career progression to attend Pathway to Management sponsored by the Sales Director

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The Programme



The programme delivered by Sue Reed, over the 7 key events, was provided in conjunction with a dedicated Learning and Development Platform, GiraffePad, as part of the overall package. The platform provided a learning journey for each event as well as pre- and post-event activities; a group chat room was available to allow delegates to share success stories. Delegates were also given a knowledge case as part of the program's prelaunch materials containing:

- Self-development
- Six steps of the sales cycle
- Work SMARTER not Harder
- Call to Actions
- Personalised Clarity4D Sales Profile

“

The Pathway to Management programme was not solely focused on boosting sales and enhancing the 'customer journey'; it was designed to equip delegates with essential leadership skills at every level. Participants learned to **Lead Self** by developing self-awareness, resilience, and a growth mindset. They then progressed to **Lead a Team**, mastering the art of motivation, communication, and collaboration to drive collective success. As they advanced, they gained the ability to **Lead a Function (Branch)**, overseeing operations, implementing strategic initiatives, and fostering a high-performance culture. Ultimately, the programme prepared them to **Lead an Organisation**, shaping vision, driving transformation, and ensuring long-term sustainability in a competitive market. I am incredibly proud of every delegate for their dedication, growth, and commitment to developing into exceptional leaders.

The title of the programme, **Pathway to Management**, truly reflects its purpose and impact. To date, 5 out of the 8 delegates have successfully progressed their careers to the next level within the company, demonstrating the effectiveness of the skills and knowledge gained throughout the journey. This achievement not only highlights their hard work and commitment but also reinforces the programme’s role in developing future leaders. Seeing these individuals take the next step in their careers is a testament to the programme’s success and the opportunities it creates for those who embrace it.

Sue Reed - Talent Development Director

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The Programme

EVENT	ACTIVITY
Pre-enrolment	• S.W.O.T. of it All • Clairity4D Profile • Branch Manager Appraisal Knowledge and Skills starting journey
One	• Talent Development Strategy • Personal objectives • Growth Mindset • GiraffePad Overview • Clarity4D All About Me • S.W.O.T. of it all – So Wot? • Pathway to Management Team
Two	• Where's the Time Go? • Time Management Balls® Approach • S.M.A.R.T.E.R. Time Management and Accountability • Process, Systems, KPIs (key Performance Indicators) • 7 Habits of Highly Effective People • Job Role – Monkey Tree
Three	• Communication with Colour in a Team • Team Dynamics • Influencing • Effective Meetings • Team Briefing • Giving and Receiving Feedback • Pathway to Management Pit Stop
Four	• Customer Journey • Competitor Analysis • Internal Customer Service • You Make the Difference • Pride in Stock Management • 5 Why's Approach to a Customer Journey • Providing Excellence Appraisal Approach
Five	• Sales Growth in a Day • Sales Ledger Dashboard • Sales Cycle Steps 2-5 • Sales Growth with Colour • Sales Tactics and Behaviours to achieve results • 10% Sales Growth Challenge • Product 'BINGO BOARD'
Six	• Results 10% Sales Growth Challenge • Day in the Life of a Branch Manager • HR Processes and Procedures to running an effective branch • Key Performance Management • Project Management(PROMAN) principles • P.D.C.A. Pathway to Management Project Brief Overview
Seven	• Emotional Intelligence • Leadership with Colour • Managing Conflict • Learning Journal Review • Pathway to Management Business Improvement Project Brief Review • Presentations with a Difference
Eight	• Pathway to Management Project Results Presentation • 'S.P.E.C.I.A.L.' • Talent Development Applied

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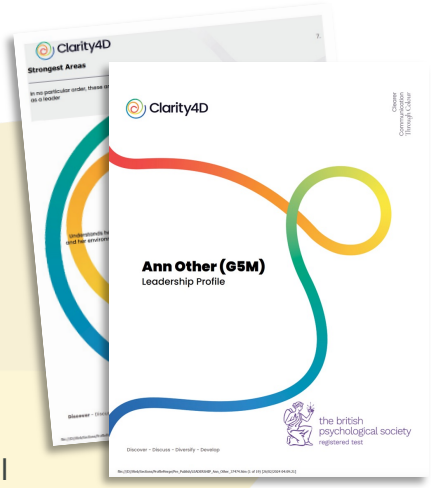
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Clarity4D

In the **Pathway to Management** programme, the Clarity4D Leadership Profile was instrumental in enhancing leadership effectiveness by leveraging colour psychology to improve team dynamics and performance. Leading a team via colour involved understanding each team member's dominant personality colour, **Red, Blue, Green**, or **Yellow**, and adapting leadership approaches accordingly. For instance, when undertaking appraisals with colour, managers tailored their feedback and communication style to resonate with individual preferences, ensuring motivation and engagement.

> Clarity4D was essential to enable me to know the positives and negatives of my personality traits when leading a team. How to dial up or dial down my colours in different situations enabled me to apply the principles of 'Situational Leadership' a totally new concept I learnt on the programme



Pocket Prompts®

When did you last look at the training course material for your most recently attended programme?
This is why **Pocket Prompts®** are indispensable. These handy sized cards have all the relevant information on them to help you in your professional life, and can be easily kept in a wallet, drawer, purse or pocket to refer to whenever you need!

Pocket Prompts®

> The Pocket Prompts were introduced to our sales team during the training delivered by Reed Consultants. The detail supplemented the learning material and has acted as an ongoing crutch for the individuals when in need to revisit the tools and techniques they have learned.
>
> A simple and innovative solution, ensuring the delivered content has longevity for the delegate.



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Results

Managers converted £149,792 of outstanding quotes due to the new sales techniques learned and applied.



Sue and **John** about to make the presentations



Following successful presentations, all delegates achieved certification and awards



The Welsh Housing Minister, Jane Bryant MS, visited the Robert Price Sustainable Energy Centre in Newport, where Managing Director William Godfrey, signed the BMF Apprenticeship Pledge, aiming to get 15,000 apprentices into the industry by 2030.

During the visit Jane presented Luke Jones with his Pathway to Management Award.



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Feedback from Delegates

What have been the highlights of the programme for you?

Networking with fellow colleagues from our Robert Price branches. Gaining more confidence in myself and realizing that the sky is the limit.
Chris

Realising I already had the potential within myself; but doing this programme has helped me gain the tools to realise my full potential and how to get the best out of myself.
James

What elements of the programme have you learnt most from and applied within your branch?

Taking time for myself - absolutely paramount. Being prepared for a team briefing. Be confident when speaking to the work group
Matthew

Definitely managing my time better; delegation and sales techniques
Edward

Thinking back on the Mini Sales Growth Challenge 10K describe your key learnings from the project and the results achieved?

This task highlighted how many customers I deal with and how many quotes and orders I'm processing for them. when you use this challenge to look at the value of the orders, you really appreciate the volume of sales and total values. It also promotes the Growth Mindset within yourself which helps you to focus on increasing not only the value of the order but any future sales with the same customer.
James

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Feedback from Delegates

I would like to thank Sue & John for the time and effort put into this programme. It's given me the confidence and belief to become a better manager.
Chris

I think nearly everyone who is nominated for the course is usually quite apprehensive. All I would say is to give it a chance; it will only take a couple of hours, and you will realise the potential that the course will give you over the next few months.
David

The programme has built my self confidence no end with the help of Sue; John; and my fellow colleagues. I wouldn't have dreamt of undertaking anything like this before and i can now share my learning tools with my fellow colleagues and make my workplace a happier; more productive and profitable place.
Edward

A big thank you to Sue Reed. Sue is a brilliant trainer, and I would highly recommend this course for future delegates. This course has given me so much to help me within my branch. and with my customers.
Luke

Thank you to Sue, John, Dave and my colleagues. Certain parts of the course were a bit testing but in general I very much enjoyed learning new things with a fantastic bunch of people
Matthew

When I first found out I had been enrolled onto the programme I wasn't 100% it would be for me. Attended the first session somewhat unsure about it all but slowly got into it, session after session. I think if it wasn't coached by Sue & John I would have dropped out in the early stages. So glad I stayed on and completed the course. If any of my team in Hereford are lucky enough to be invited to take part in this course, I would strongly recommend them to do it.
Neil

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Pathway to Management

Paul Ford, MIoR - Regional Sales and Product Manager

With 2 of my close work colleagues being nominated to attend the Pathway to Management course held through 2024 at Robert Price, initially I had mixed feelings in this regard. Both nominees are highly regarded by myself and others within our roofing division however both are very different characters. While there are no compliance issues in respect of their day-to-day roles within the business, their overall approach to branch management operations differs immensely.

The structure and timeframe of the course was well planned and proved effective in that the delegates were afforded time to consider contents of the course days. They were able to share their thoughts and questions with one another and their respective mentors.

Despite the immense differences in respect of both delegates' approach to their roles within the business, by way of exercises, new learning tools provided and the overall course content, I believe the following benefits have cascaded down to the individuals, their respective branches and the business in general:-
Increase in personal confidence on both parts. Being able to use tools to help them communicate with all aspects of society within and outside the workplace, and again having the confidence to do this

Providing an increased level of personal satisfaction. They accomplished the tasks. They are able to undertake a PowerPoint presentation. They have solid management and sales skills which are now not only recognised by their line managers but also by everyone from within the course ultimately providing them with a 'feel good factor'

Allowing a free flow of information, ideas, thoughts, suggestions between all delegates. Affording the time to learn more about each other. Further cementing these personal and professional relationships providing an increased network of solid support within the business

Continued over....

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Pathway to Management

Paul Ford, MIoR - Regional Sales and Product Manager

...continued

Learning more about themselves. Implementing a number of tools provided which if used effectively compliments their work life balance together with allowing them to maximise their enjoyment of their respective role within the business

The delegates feeling empowered by the business. The business has invested into sending them on this journey. They have enjoyed it and now the course has completed, they recognise the benefits the course has provided them with

The course provider has a unique skill in being able to fully absorb her delegates into the course subject matter in a stimulating but not overly formal manner. She cares about her delegates. And not just from a commercial perspective, she roots for her course members and puts her all into ensuring they take as much as is possible from the course. Indirectly, and very cleverly, while she allows her delegates to embrace the course content , she also ensures they find out a little more about themselves.

But critically the most interesting and important benefits I have recognised from the experience of both attending the course is that:
Both continue to use the tools provided.
Both have since gained new starters into their branches and have passed these tools onto their new staff members. Their skillset has grown, and it continues to grow

The closer relationships between key managers, under mangers and sales personnel within the business is invaluable. I now hear more frequently that 'Robert Price' is a great place to work

The proof is in the pudding ..... both branches have exceeded their monthly targets in the 2 months since the end of the course

Working with Sue Reed is a journey not to be missed!

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Pathway to Management

Dai Pattison - Sales Director

Q: What were the primary goals you had in mind when funding this program and how will the course upskill our aspiring managers?
A: How can we optimise previous learning (Sue Reed courses) to enhance/ benefit, communication and performance.

Q: How do you envision this program contributing to the overall Pathway to Management with the organisation?
A: Upskilling staff, creating better support peer network. Prioritising, measuring and evaluating tasks.

Q: Were there specific skills or competencies you wanted to be emphasized?
A: People management - Leadership
Delegation
Planning

Q: What were the key outcomes for you in participating as a Judge for the Servant Leadership and S.P.E.C.I.A.L. final projects?
A: The growth of the candidates in both knowledge and confidence. Also, their ability to outline not simply performance goals, but the value added to customer- knowledge, expertise- go the extra mile!!!

Q: What have been the success stories for you?
A: Behaviours and interactions of candidates. Carry themselves with more confidence and assertion.
Taking leadership of tasks, effectively communicating (up and down) and measuring performance.

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Suzanne Millward - BMF

The BMF (Builders Merchants Federation) is proud to be working with the absolute best of trainers in the UK to deliver first-class management programmes and other training courses.

The BMF (Builders Merchants Federation) is the trade association that represents and protects the interests of builders' merchants and suppliers to the building materials sector in the UK and Ireland.

Dedicated to the interests of its members, the BMF runs a comprehensive range of industry specific and **specialist training courses** that are accredited as appropriate to national standards for employees of merchants, distributors, and suppliers, from yard staff to company directors.

For further information, please contact Suzanne Millward, Regional Manager, BMF, suzanne.millward@bmf.org.uk or visit www.bmf.org.uk

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Pathway to Management

John Finlay

Expertise recognised industry wide

Sue Reed and John Finlay have a collaborative approach that has evolved over the last 10 years sharing our knowledge and expertise across Sales Leadership and Performance Management ,consistently delivering programmes that are self-funding.

Sales Growth in a Day

Event Five Pathway to Management focused on Sales Growth in a Day, including four key topics as follows:

1. **Identifying customer needs**
2. **Selling Benefits**
3. **Managing Objections**
4. **Closing the Sale**

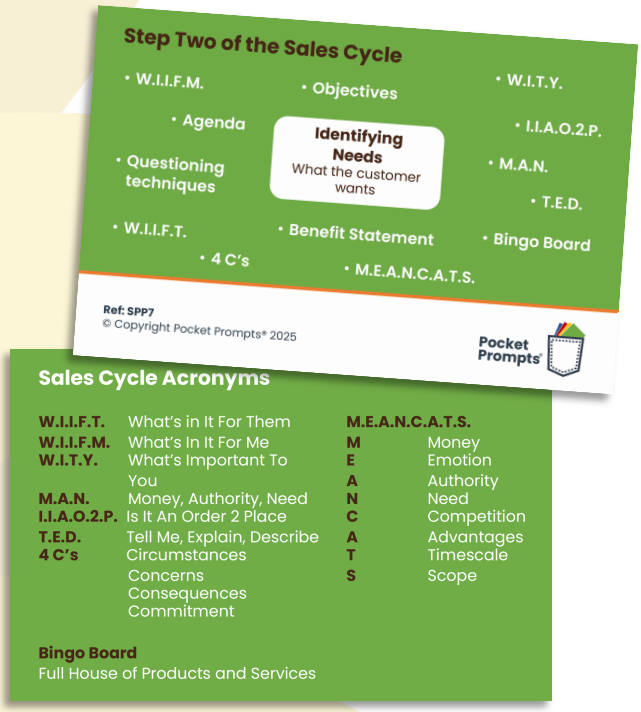
The aim being to move salespeople from being an order taker to an order maker and to be more proactive in our customer interactions with a greater understanding of how the customers want to buy.

At the end of Event Five the group were set a Sales Growth challenge to target 5 customers and target their outstanding quotes during the next 4 weeks and report back at Event Six highlighting results and demonstrating sales techniques applied from Sales Growth in a day.

At Event Six the team of managers reported back that they had converted **£149,792** of outstanding quotes due to the new sales techniques learned and applied!



John Finlay is licenced to issue the Sales Growth Pocket Prompts®



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If you would like to know more about how the **Pathway to Management programme** could help your business, please contact us for an initial, no obligation, discussion.

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