



Visual Merchandising

EFFECTIVE MERCHANDISING – How your shop design and displays can help to increase sales.

This course will teach you about the methods of display and presentation that can have an enormous impact upon the level of sales and profit in your shop. The day is aimed at providing tools to effectively merchandise product and re-examine your shop's layout to facilitate impulse sales. The course is

designed to help delegates add authority, excitement and visual awareness to their display and shop layout. It covers window dressing to the interior layout and 'spot' displays.

The day includes the principles of visual merchandising by looking at traffic flow within the shop, security, folding items so they look more attractive to the shopper's eye and management standards. The day then goes onto the principles of window presentation including design and layout, colours, lighting and there is also an opportunity to observe and question the consultant.

The day is finished off with two practical exercises by building sample displays in groups and preparing the design and how to build a spot floor display or plan a case study floor plan.

You should be able to leave the day with lots of fresh ideas on how to improve the appearance of your shop and have plenty of thoughts on how to begin changing certain displays etc in store.

**BETA members receive discounts on most courses, if you are interested in joining
please visit www.beta-uk.org.**



Lorinery Retailing

This course is provided to help unlock the mystery surrounding bits and the biting of horses, together with the other metalwork used on a horse. This one day course introduces you to the principles of biting, how a horse's conformation influences the selection and how best to assist customers in their purchasing decision.

The day begins with an introduction to Lorinery and clarifies why the study of Lorinery is of benefit to the Saddlery retailer. A brief history of biting, stirrup irons and spurs is presented.

The second module explains and tries to help you to understand the importance of a correct outline of a horse and the seven points of control of the bit. A real equine skull is studied along with its teeth and also the conformation of a horse. It also explains the

importance of routine checks on horses' mouth and the variance of different breeds' mouths and conformation and the consequences this will have on biting. The lecture then goes on to explain Lorinery Terminology including the different types of metals and materials used. Information on how bits, stirrup irons and spurs are measured and sized.

Module Three after lunch goes onto explain the five families of biting and their action and application. Information on the correct fitting of bits with as many different designs as possible is shown and explained. Information on how and why horses evade the bit and remedies to cure this. The damage that a badly fitting bit can cause is explained and the symptoms are also discussed.

The day is finished off by giving advice on suggested start up stock, layouts and sales aids that can be used when selling Lorinery. Also tips on what questions to ask when your customers come in and how to give the correct guidance by learning good communication skills which is the vital sales tool and also a practical session to put what you have just learnt into action.

This course is run with the support of the Worshipful Company of Loriners.

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Safety Course – Hat & Body Protector Fitting

This one day course is designed to give the delegates hands-on tuition in hat and body protector fitting, together with extensive background information on the human physiology and principles of safety equipment presented by an A & E consultant. On each course we try to get a range of manufacturers' products to show the different products that are available on the market.

The first session in the morning explains the anatomy and refers to how correctly fitting hats and body protectors can prevent injury to different parts of the body. It also explains the different types of fall that can occur and explains which parts of the body are most likely to be affected.

The late morning session concentrates on the manufacture, design and fitting of body protectors. This part of the course explains how body protectors are made and developed to meet the required standards to comply with the BETA 2000 standard and the European standard EN13158. A detailed explanation on how to fit body protectors is given and then the practical session begins, with every delegate being able to fit different styles of body protectors to see how each make varies.

The afternoon begins with a presentation on the manufacturing of riding hats and again similar to the body protector lecture this goes through the design and construction of hats and the testing process and the current standards in the world to date. The importance of a correctly fitting hat is pointed out and instructions on how to fit them correctly are also given. This is then followed by another practical session where delegates must fit various hats on different people to see how each head can vary.

Useful information on the sales process for hats is also provided by BETA's own experienced staff.

Each delegate must prove their ability to fit both hats and body protectors to the BETA adjudicators in order to receive their certificate of attendance.

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Saddlery Retailing

Selling saddles involves more than just fitting the saddle to the horse. Before this the retailer needs to understand the customer's needs and their expectations from the saddle to ensure the correct saddle is chosen in the first place. This course looks at these aspects and is intended for shop based staff who are often the liaison between saddle fitter and customer.

The day involves an introduction that covers the development of the saddle and the importance of getting the selection right for the rider and horse and the role the retailer plays in this process.

Basic saddle knowledge is provided on the types of saddle trees that are available and the construction of the saddle, quality of leather and points of the saddle. The types of saddles available on the market today are discussed e.g. synthetic vs. leather, treeless, airbags etc. Further information is given to explain the different disciplines and the different types of saddle that are used for the different disciplines.

The afternoon session begins with tips on what to look for when first meeting the customer, assessing the weight ratio of the rider to the horse and choosing the correct size saddle to fit both. The basic principles of saddle fitting are outlined including what details are required to enable you to fill out an enquiry sheet correctly and what additional information you need to gather.

Also covered is the opportunity for link sales from tack care products, saddle pads, girths and other accessories.

The day ends with a useful questions and answers session.

INTRODUCTION TO THE PRINCIPLES OF SADDLE FITTING

Run in conjunction with the Society of Master Saddlers this two day course provides basic information and grounding in a wide variety of subjects required for competent saddle fitting. It does not however provide a qualification in saddle fitting.

The course will cover:

- Tree Design and Types of Leather, Identifying Faults in Saddles
- Physiology of the Horse's Back, Horse Identification, Anatomy of the Horse, The Horse in Movement
- Principles of Saddle Fitting, Present and 'run up' the horse, Movement and Conformation
- Horse Description and Completing the Record Form, Practical Back Assessment, Template taking
- Practical Saddle Fitting of a variety of horses.

The course is open to SMS members, BETA retail members and some other Professional Equestrian Bodies. (ie. Vets, physiotherapists, farriers, BHS Is and Fellows)

On completion of this course delegates will receive a certificate of attendance. To progress further and to become a Society of Master Saddlers' qualified saddle fitter, delegates should then contact the SMS direct.

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TRAINING FOR WORMER SALES

As a result of the new Veterinary Medicines Legislation that came into force in October 2005, BETA now offers two different types of courses to enable qualification and re-qualification as an SQP (Suitably Qualified Person) under the revised system.

The new legislation covers both equine and companion animal (dog and cat) wormers and a number of medicines previously categorised as prescription only are now available for sale through SQP's working from registered premises. With other new products becoming accessible to appropriately qualified retailers for the first time, attendance on a BETA course to qualify to sell animal medicines can open up potential new sales opportunities.

New Candidate Courses: To gain your SQP status you must first register with the Animal Medicines Training Regulatory Authority (AMTRA) as a student at which stage you will be sent the study material on which the exams are based. Students must sit a series of papers including a general module on animal health and the legislation and two specialist papers on equines and companion animals.

The course offered by BETA runs over two separate days usually set two weeks apart and mirrors the information covered in the exam modules, including a series of practice and revision questions supplied at the end of the first day to aid preparation and revision for the second day. The exam usually follows on the day after day two of the course.

Conversion Courses: All those who qualified as an SQP prior to October 2005 have the opportunity of converting their previously acquired qualification to be in line with the new legislation. Before October 2008 all SQPs with an "X" prefix to their AMTRA number (XSQPs), those SQPs who have successfully completed an APL form and had formal notification that their APL has been accepted must successfully complete an assessment. Should you not have completed an APL form or taken the retirement option offered at the time then please note that your qualification will become invalid in October 2008. There is still time to complete an APL and undertake a conversion.

The course offered by BETA from 9 – 1.30pm is followed by the 2 hour exam. Pre-course revision will be provided and the aim of the day is to revise the main areas of knowledge required for the exam.

EMPLOYMENT AND HEALTH & SAFETY LAW

Employment and Health & Safety law are two of the most complicated aspects of running a successful business today. Designed to update owners and managers on the ever increasing amount of legislation surrounding these areas, this seminar will demonstrate the extent of employee rights in the work place together with issues faced by senior management. An action-packed presentation by knowledgeable speakers will provide you with a mixture of crucial information in an easy, understandable and entertaining format. Comprehensive handouts will be provided to support the session.

The speakers will cover topics including:

- Contracts of employment
- Common pitfalls surrounding recruitment, discrimination and maternity leave
- Legislation update
- Employee rights
- Tribunals
- Health & Safety including how to avoid claims and the insurance connection.

FEED STORE TRAINING – HACCP

The Feed Hygiene Regulations, which came into force on 1st January 2006, demand that feed business operators put in place, implement and maintain permanent written procedures based on HACCP principles. Although the retail of horse and pet food is exempt, the retail of feed for food-producing animals, such as laying hens, is not exempt, so if you retail horse feed with other food-producing animals' feed you will need to comply in full. The use of HACCP must be in place by 1st January 2008 for businesses that are new registrations.

HACCP will normally integrate with any existing quality assurance and traceability system; it effectively turns your 'Quality System' into a 'Quality and Product Safety System'. HACCP is a systematic method of identifying hazards and controlling them; implementing HACCP principles in a simple practical manner can lead to some tangible business benefits.

BETA and Abnatech Global have teamed up to deliver some one day training courses, which will explain all the mysteries of HACCP, and enable you to develop there and then your own HACCP Plan for your business.

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This course is run in a series of three separate days and aims to provide a workshop environment where attendees can gain increased skills in crucial areas central to managing business in today's highly competitive market. Using your own business as the main case study, you will leave each module with a range of tools and techniques that will provide benefit for immediate application.

Development of your own skills and those of your employees will help with recruitment, motivation and retention of staff, as well as providing harder edged skills to add value to your business. This also presents an invaluable opportunity to mix with others who face similar issues and business problems, will broaden horizons and establish a network of contacts across the trade.

If desired the attendees can take advantage of the option to receive accreditation for this programme. To achieve the full credits, attendance of all three modules is required, together with completion of a business related assignment.

Module One – Overview of Leading & Managing People

Aims: To provide the knowledge, skills and behaviour required to successfully manage people, within the context of your own business environment.

What you will learn:

- What is leadership and how does it relate to you?
- Discuss performance in the context of people management.
- Introduce the performance cycles – recruiting, clear direction, ongoing review, developing people and self development.
- Dealing with difficult issues and avoiding costly mistakes.
- Interpersonal skills required – how best to communicate with different types of people.
- Managing distance in often close relationships.
- How to use delegation to develop people.
- Personal and own team development plans.

Module Two – Overview of Managing & Controlling Your Business

Aims: To establish a foundation of financial knowledge and introduce the principles of marketing that will provide effective control and benefit your business.

What you will learn:

- Understand the key financial statements including profit and loss and balance sheets.
- How to appreciate the difference between profit and cash, and be able to manage both cash and working capital.
- Developing business strategy and how to implement it in your business.
- Development of a marketing mix which is appropriate to your business.
- How to prepare and implement budgets and monitor them.
- Measurement of the success of your business through key performance indicators.

Module Three – Overview of Managing Business Relationships

Aims: Creating the right business relationships is central to successful business. This final module aims to impart the skills of better customer and supplier relations, and establish a greater level of ability to make the changes which will increase your business profit.

What you will learn:

- You and the customer – Looking at your business through their eyes.
- Viewing marketing from the sales perspective.
- The competition – what can you do to get 'the edge'.
- Service excellence – Getting feedback from your customers.
- Networking with other suppliers to offer more value.
- You and your suppliers – Making sure the balance is right.
- Negotiating and influencing to benefit your business.
- Managing the supply chain.
- Problem resolution and thinking creatively.
- Personal development and your business actions.