

## *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

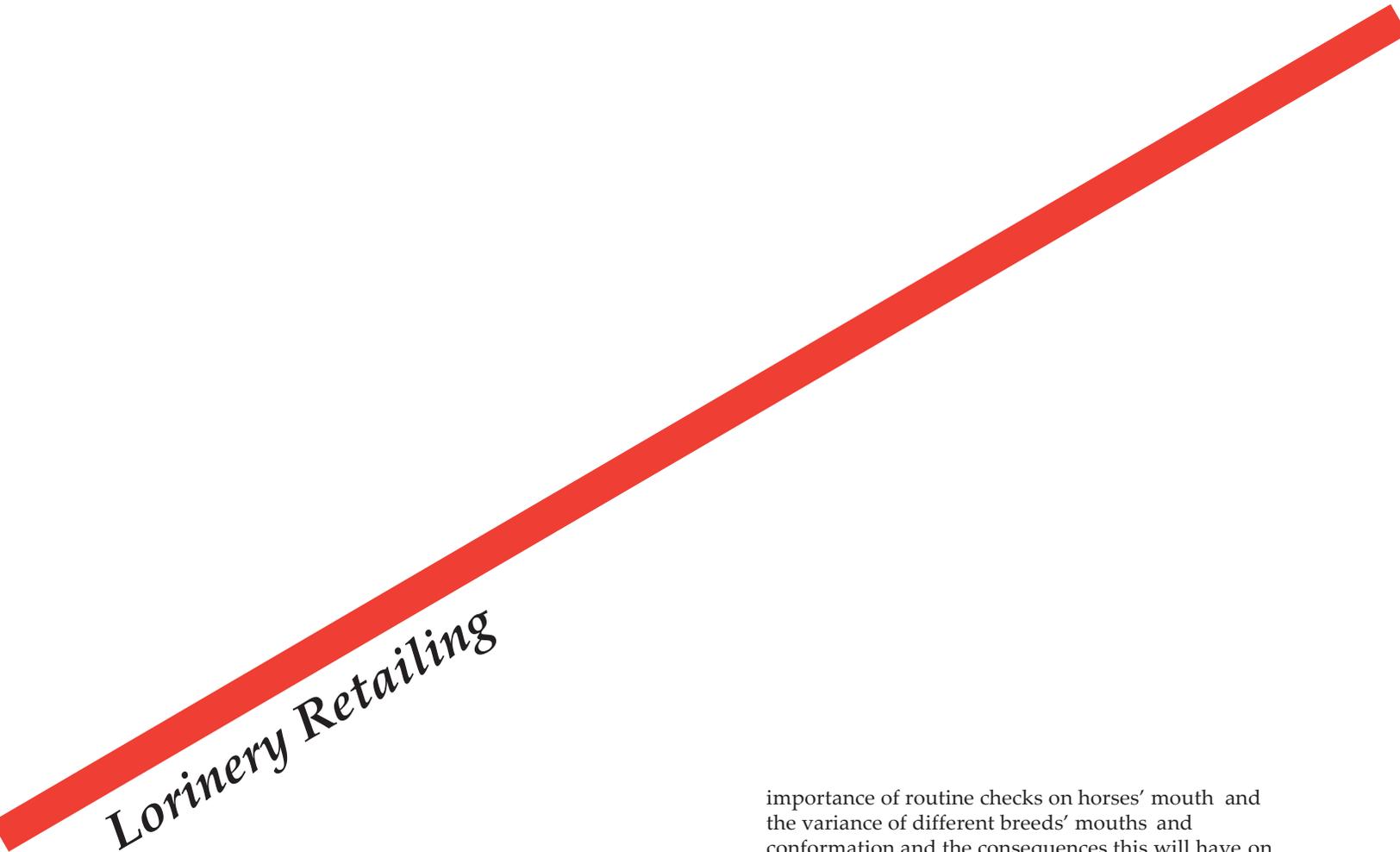
designed to help delegates add authority, excitement and visual awareness to their display and shop layout. It covers all aspects from window dressing to the interior layout and 'spot' displays.

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 store design including layout, positioning of destination and service departments, identifying examples of good and bad practices and impulse buying.

The day is finished off with practical exercises looking at "making over" an area in each delegate's store.

You should be able to leave the day with lots of fresh ideas on how to improve the appearance of your shop and with an action plan for changing displays and layouts in the delegates' own stores.

**BETA members receive discounts on most courses, if you are interested in joining  
please visit [www.beta-uk.org](http://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 / Qualification – Hat & Body Protector Fitting

## **One day course followed a one day refresher & exam**

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. 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 2009 / European standard EN13158. A detailed session on how to fit body protectors follows.

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.

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.

## **City & Guilds Qualification**

A one day course and exam, this is open to BETA members and successful candidates receive the Level III qualification in fitting horse rider protective equipment. The day includes a brief refresher course followed by written exam and practical assessment. Qualification handbooks are available from the BETA office.

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# *Retailing Skills*

## ***INTRODUCTION TO THE PRINCIPLES OF SADDLE FITTING***

### ***Retailing Skills***

#### **SALES SKILLS FOR RETAILERS**

A full day course, this training covers the essentials of selling in a retail environment, including opening and closing the sale, cross selling and dealing with complaints and returns.

Our lecturers include experts from Trading Standards and an experienced trainer with extensive knowledge of the equestrian industry who has trained sales skills for many years.

Topics to be covered include:

- Attitude – what makes a great retail sales person?
- The opening – new introductions and combatting the automatic response “Just looking”.
- The sales process – recognising needs, informing and closing the sale.
- Dealing with returns and complaints – is the customer always right?
- Cross selling and up-selling – what is this and how do you do it?
- Common mistakes made

This course is practical and hands on with lots of opportunity for involvement by the delegates.

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.

### Continual Professional Development for SQP's:

**General** - BETA have a CPD programme designed with the commercial retailer in mind. We offer two days designed to provide optimum points and useful and practical information. The general day looks at the changes in legislation and practical approaches to record keeping. CPD may be a professional requirement but it can also be a profitable investment. For some, this could come from the ever changing approaches to worming horses whilst for others there are new products.

Sessions may vary but what is certain is that it will be a busy day offering between 40 – 46 CPD points.

**Avian** – A day-long module worth 41 CPD points. This can be done as a stand alone CPD day, or delegates can attend the day and then go on to sit an exam at a later time to gain qualification as an "A-SQP" on top of their existing qualification.

## **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 INDUSTRY TRAINING**

Every year a specific day of information and training is offered to the feed industry either in the form of a Conference covering a variety of topics or a NOPS (Naturally Occurring Prohibited Substances) specific day.

The Conference typically covers a range of topics including regulatory challenges, sourcing issues and best practice.

The BETA NOPS scheme has now been operating for over 5 years and during this time has seen developments both in the scheme and the way it operates. The NOPS specific day is an opportunity to refresh knowledge and gain new insights into the scheme, its operations and successes.

Typically the day features a line-up of influential and knowledgeable speakers including regulators, test houses, auditors from the scheme and technical experts.

- Prohibited substances from a regulators perspective
- Testing and sampling – best practice
- Risk analysis and supply chain assurance
- The auditing process – common issues
- NOPS – their characteristics and history
- Origins, new developments and changes to the NOPS scheme

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Current innovations in marketing are being led through digital channels. This intensive two day course aims to explain how digital marketing fits into your wider strategic marketing plan and the tools that you now have available and how to use them.

Delegates can choose to do only one of the two days, however booking preference will be given to those doing both days.

## **Day One - Digital Marketing**

Day one will focus on digital marketing. It will cover what role digital media plays in enabling you to differentiate, engage to drive sales and brand build as well as providing a realistic assessment of what it cannot do, including compensating for poor products, premises or people.

It will help you identify where you want to use it within your business in terms of marketing to other businesses or consumers or both.

It will cover the key marketing tools at your disposal including pay per click marketing, email marketing, search engine optimisation, web site analytics, affiliate marketing, content marketing and mobile marketing. For each of these there will be a definition of what it is, common pitfalls and how to do it.

Sessions could include:

- How to structure your website
- Design
  - Principles
  - Homepage, Product/Service listings
  - Calls-to-Action
- Writing pages that sell
  - Principles (vocabulary, headings...)
  - FAQs
- Promoting your site
  - Mentions on other websites
  - Paid for and free searches
  - Email

## **Day Two - Social Media**

Day two focuses specifically on Social Media marketing, the most popular and maturing of the digital marketing channels available to companies.

The main focus of the day will provide you with techniques and tools to understand and harness the opportunities provided by social media marketing through the most common tools including Facebook, Twitter, LinkedIn and YouTube as well as introducing the newer tools such as Pinterest, Quora, Instagram and Vine.

This course will teach you how to get started and then how to use social media marketing to increase your online traffic, build your business or develop your brand (for your company or yourself).

Sessions could include:

- Setting goals and measuring
- What content works?
- Tone of voice
- How to grow your audience
- Best practices (Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn)
- Customer services and reputation management

Also including a click-through guide of how to use the main social media platforms.