Training and Development Programmes for the Flooring Industry

Product Knowledge Training - Course Outlines and Programmes
ABOUT THE FLOORING GUILD
The Flooring Guild was founded in 1999 by a group of like minded individuals who wished to raise standards in the flooring and floorcoverings industry through training and educational programmes.

We do not have shareholders in the conventional sense. Instead we are a not for profit organisation which means that all surplus income and sponsorship is returned to our members in terms of training support. We aim to provide visible recognition for the most professional individuals within the industry and give competitive advantage to the companies who employ them.

Membership of The Flooring Guild is open to all individuals and companies who demonstrate a genuine commitment to raise the standards of knowledge and service within the industry.

We provide practical help for individuals who wish to improve their personal knowledge and skills as well as assistance to companies in creating a development programme suitable for the needs of their business and staff.

We actively seek funding which we use to subsidise training and development for our Members. Further information about The Flooring Guild can be found on www.flooring-guild.co.uk

FINANCIAL HELP FOR TRAINING
Flooring Guild courses are open to anyone employed in the flooring industry.

However, we have a training budget which is used exclusively to subsidise skills training for the benefit of our Members. Whether it's Induction Training for new staff or a Skills Development Programme for experienced ones, financial help may be available. For more information, please telephone 01480 471476 or use the enquiry form on our website.

HOW WILL TRAINING HELP MY BUSINESS?
Today's Customers are better informed, more selective and more demanding than ever before and businesses that ignore this fact do so at their peril. The challenge for the industry is how we respond and, indeed, take advantage of this situation. The answer lies in a better-trained staff who understand their Customers and know how to deal with them in the most effective way.

Training has a vital role to play in the success of all businesses and it is unfortunate that so many companies fail to recognise its true value. They often spend large sums of money on advertising, display systems and other mechanisms for “selling the product” but very little on developing the ability of their staff.

CAN THE FLOORING GUILD REALLY HELP?
You may think that no one else will understand your business and that training will be a waste of money.

Please think again. Our courses are written and presented BY flooring people FOR flooring people.

All of our trainers have graduated “from the shop floor” and have been able to combine practical retail experience with textbook theory into a comprehensive and effective training resource.
WHAT SORT OF TRAINING SHOULD I CONSIDER?
New staff benefit enormously from a well-planned induction programme and existing staff can build on their knowledge through our skills development programmes. Experienced staff may prove their competence by working towards the Diploma in Retail Floorcoverings, the details of which can be found on our website.

The Flooring Guild offers over 40 “off the shelf” training modules including Product Knowledge, Planning and Estimating, Selling Skills, Customer Service and Management Training. The courses outlined in this document are just a small selection of those available.

A full list of training modules can be found on www.flooring-guild.co.uk but please remember that each module can be amended as necessary to suit your particular needs. If what you are looking for is not currently available we may be able to create a programme according to your specific requirements.

In addition, we work with other providers to offer our members and clients “one-stop” access to a wide variety of educational programmes and materials. For further information, please telephone 01480 471476 or use the enquiry form on our website.

REGIONAL TRAINING
Much of our training takes place at our purpose built training and conference centre at St Neots in Cambridgeshire. However, in response to demand, we run selected training courses at regional locations throughout the year. For details of the current schedule, please visit our website or call us on 01480 471476.

IN-HOUSE TRAINING
If required, most of our programmes can also be delivered “in-house” which is the perfect solution if you have a group of people with the same training requirement.

In these circumstances, it can be the most cost-effective option since the course is then delivered at a location of your choice minimising travelling and accommodation expenses for those attending.

All our programmes can be tailored to reflect the needs and nature of your business. For further information about In-House training please telephone 01480 471476 or use the enquiry form on our website.

DISTANCE LEARNING PROGRAMMES
For convenience a number of our programmes are available as distance learning materials allowing you to study at your own pace and at a time that suits you.

For further information about Distance Learning Materials please telephone 01480 471476 or use the enquiry form on our website.

FURTHER INFORMATION AND COURSE BOOKINGS.
To discuss your training requirements in more detail without obligation, make a reservation on any of our courses or check current availability, please telephone 01480 471476 or use the enquiry form on our website.
Who will benefit?

Product Knowledge with a difference!

Not boring technical stuff, but good sound information that will help you to advise a Customer correctly. This course will benefit anyone new to the carpet industry or those without previous formal training.

It is designed to replace the old wives tales, myths and legends that abound in the carpet industry with sound product knowledge. The confidence generated as a result will be apparent to all Customers and will undoubtedly lead to an increase in business.

Objectives

By the end of the course the delegates will:

- Be aware of the factors which control the quality of a carpet
- Be aware of the factors which control the performance of a carpet
- Be aware of carpet styles and their relative performance
- Be aware of the materials used in carpet construction
- Be able to advise a Customer on the carpet type most suited to their specific needs
- Have a basic knowledge of carpet manufacturing techniques
- Be aware topical treatments and their properties
- Be aware of various underlay types and their relative performance
- Be able to advise a Customer on correct carpet maintenance procedures
- Have produced a personal action plan to improve or maintain future performance

Style

The course is based on practice and participation with formal teaching kept to a minimum.

The course is tailored to the needs of the individual by relating the principles established to products in the market place.
09.00 □ Coffee Available
09.15 □ Welcome and Introductions
   Overview of Course Objectives

**Carpet Styles**
Examination of various styles and their suitability for use

The factors which control the quality of a carpet
  Surface pile density
  Pile content

**Coffee**

**Fibres and Yarns**
  Fibre production
  Fibre performance

**Lunch**

**Carpet Production**
  Carpet manufacturing methods explained

**Tea**

**The factors which control the performance of a carpet**
  Surface pile density
  Pile content
  Area of use
  Underlays
  Maintenance

**Personal performance action planning**

**Course review**

5.00 □ End of Course
Delegates will be given comprehensive course notes
Who will benefit?

This course will benefit anyone who is required to supervise sales staff and carpet fitters.

It is designed to provide sound product knowledge and practical advice to enable the manager to take a closer interest in the department and have a positive impact on sales and profitability.

Objectives

By the end of the course the delegates will:

- Have a basic knowledge of carpet manufacturing techniques
- Be able to identify popular carpet constructions
- Be aware of the materials used in carpet construction
- Be aware of the factors which control the quality and performance of a carpet
- Be able to advise a Customer on correct carpet maintenance procedures
- Be able to identify common manufacturing defects and other consumer complaints and assess appropriate course of action for dealing with them
- Be aware of the actions required to manage the estimating process utilising in-store estimators and sub-contract staff, including carpet fitters
- Be aware of the actions required to monitor the acceptance of estimates
- Be aware of the actions required to verify invoices submitted by sub-contract staff, including carpet fitters
- Be aware of the likely causes of shrinkage and losses in the fitting process
- Be conversant with methods of maintaining fitting standards
- Have produced a personal action plan to improve or maintain future performance

Style

The course is based on practice and participation with formal teaching kept to a minimum. The concepts are reinforced by exercises which are relevant to the student’s occupation.
Understanding Carpets for Managers
(1 Day Programme)

Outline Programme

09.00 am    Coffee Available
09.15 am    Welcome and introduction
             Overview of course objectives

Carpet styles
    Examination of various styles and their suitability for use

Carpet manufacturing technique

Coffee

The factors which control the quality and performance of a carpet

Fibres and yarns
    Fibre types and their trade names
    Comparing fibre performance

Carpet maintenance

Lunch

Manufacturing defects
    The most common causes of consumer dissatisfaction
    Identification of manufacturing defects
    How manufacturing complaints should be handled

Monitoring estimates and conversion rates
    How business is affected by estimating procedures
    Simple systems designed to produce maximum business

Tea

Monitoring Fitters
    Monitoring fitting standards, fitters’ conduct and charges
    Minimising losses and shrinkage

Personal Performance Action Planning

Course Review

5.00 pm    Course ends
            Delegates will be given comprehensive course notes
Who will benefit?

This course is not just for the rug specialist. It will benefit anyone who sells or buys oriental rugs or those who manage a rug department.

Our day is hosted by people who have spent a lifetime in the hand-made and machine-made rug business and acquired a wealth of knowledge in the process. They are happy to share their experience and exchange ideas with buyers, managers and salespeople alike.

This programme offers new salespeople the opportunity to develop a sound understanding of a fascinating product and for experienced salespeople there is the opportunity achieve the level of knowledge that is the hallmark of the true professional. The confidence gained by all will have a positive impact on sales and profitability.

Buyers and managers will be offered practical guidance and will be able to explore some of the business development opportunities that exist in often under-valued product area.

Objectives

By the end of the course the delegates will:

- Be aware of the different types of rugs and their origin
- Be able to identify popular rug styles and constructions
- Be aware of the materials used in rug construction
- Be aware of the factors which control the quality and performance of a rug
- Be aware of the grading schemes used in different production areas
- Be able to advise a Customer on correct rug maintenance procedures
- Be aware of the current styling trends and the sales opportunities presented by them
- Have produced a personal action plan to improve or maintain future performance

Style

The course conducted in a relaxed, informal atmosphere. Presentations are supported by highly informative videos and practical demonstrations.

Delegates will also be able to “try their hand” at weaving!
Understanding Rugs
(1 Day Programme)

Outline Programme

10.00 am Coffee Available
10.30 am Welcome and Introductions
   Overview of Course Objectives
   Chinese Rugs
      History of Chinese Rugs
      Production video
      Tools used in production
      Current styles and trends

Coffee

Indian Rugs
   History of Indian Rugs
   Production video
   Current styles and trends
   Child labour and efforts to eradicate it

Lunch - Indian Buffet

Pakistan and Afghan Rugs
   History of Pakistan and Afghan Rugs
   Production video
   Live weaving demonstration
   Current styles and trends

Tea

Persian Rugs
   History of Persian Rugs
   Current styles and trends

Rug Maintenance
   Maintenance principles
   Planning a maintenance programme
   Pitfalls of incorrect maintenance

Course review

4.00 pm End of Course
Delegates will be given comprehensive course notes

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36 Meadowsweet, Eaton Ford, St. Neots, Cambs. PE19 7GR
Tel: 01480 471476 email: info@flooring-guild.co.uk
Understanding Wood and Laminates
(1 Day Programme)

Course Outline

Who will benefit?

Product Knowledge with a difference! Not boring technical stuff, but good sound information that will benefit anyone new to the flooring industry or those without previous formal wood and laminate training.

Our day is hosted by highly experienced and knowledgeable tutors from a manufacturing background. They are happy to share their experience and exchange ideas with buyers, managers and salespeople alike.

This programme will provide a comprehensive understanding of the wood and laminate market, the different product types, their characteristics and suitability for different end use. It offers new salespeople the opportunity to develop a sound understanding of a fascinating product and for experienced salespeople there is the opportunity achieve the level of knowledge that is the hallmark of the true professional. The confidence gained by all will have a positive impact on sales and profitability.

Buyers and managers will be offered practical guidance and will be able to explore some of the business development opportunities that exist in a sometimes under-valued product area.

Objectives

By the end of the course the delegates will:

- Understand the different types of “wood” floors available, including solid wood, engineered parquet, veneer parquet and laminate flooring
- Understand how to advise a Customer on product selection in terms of grading, style and character, colour, design and aesthetics
- Understand the effects of impact sound and how to minimise them
- Be aware of installation methods and planning considerations including maximum floor widths
- Understand product properties including wear resistance, light fastness, UV ageing, moisture sensitivity and allergies
- Be aware of effects of underfloor heating
- Understand care and maintenance methods and the benefits of the correct maintenance programme
- Be aware of current styling trends and the sales opportunities presented by them.

Style

The course conducted in a relaxed, informal atmosphere. Delegates are encouraged to participate as much as possible in “hands on” demonstrations.
Understanding Wood and Laminates
(1 Day Programme)

Outline Programme

09.15 am Coffee Available

09.30 am Welcome and Introductions
Overview of Course Objectives

What is Wood
Structure/Colour/Properties
Why does wood move?

Wood Floor Types
Solid Wood
Engineered Parquet
Veneer Parquet
Laminate

Coffee

Product Selection
Grading
Style and Character
Colour and Design
Other Selection Criteria

Lunch

Care and Maintenance
UV Lacquer and UV-Oil
Natural Oil/Wax Oil
Care and Maintenance of Laminate Floors

Under floor heating

Tea

Installation
Installation and planning requirements
Maximum floor widths

Different Faults and How to Rectify Them

Personal Performance Action Planning

Course Review