



Memo: Business & General Info

I.F.E.D.A. MEMBERS INFORMATION ADVICE/UPDATE

From: The National Office Date: January 2009 Number: 31

Signage Course : Stockport

Following the excellent feedback I received from the inaugural signage workshop the next IFEDA Signage workshops will take place on Tuesday 27th January at Stockport Fire Protection – Stockport, Cheshire – course content below.

“With the economy slowing and businesses spending as little as they can on fire protection, IFEDA is continually looking at ways of helping our members earn more out of each customer visit.

The UK safety sign industry is worth around £120 million. Arguably only £2-3million of this is made up of low value, low margin extinguisher ID signs. Whilst these signs are the start point, we believe that through the right training and marketing support material, our members can greatly enhance their all round sales.

At the training session on the 27th January we are looking to enable your engineers to capitalise on the high number of high margin safety signs sales, without the need for holding stock.

Although it is your choice of course, I would encourage you to really consider growing your sales by looking to sell more than just extinguisher ID signs.

Location: Stockport Fire Protection Ltd

Date: 27th January

Duration: 2.5 hours

Cost: £50 per candidate

Please contact Karen at the National Office as per normal course booking procedures.

Course Aims

The course should give all attendees the confidence to recommend and install all types of fire signs, as well as the ability to pick up and capitalise on many of the other more general safety signs required by everyone of their customers.

By the end of the course there should not be one customer the fire protection company visits that their engineer or sales exec will not be able to sell a number of additional signs to.

Ultimately by giving attendees this knowledge it is anticipated that the fire traders' average sign sales value will increase dramatically at every visit.

Course Content

- Overview of UK safety sign market
- Philosophy behind surveying building for signs
- Fire exits and other means of escape signs. Includes BS ISO 16069 Safety Way Guidance Systems standard
- Fire equipment signage
- Fire doors and release mechanisms sign
- Alarm and system signage
- Large selling health and safety signs and posters
- Review training comprehension using real-life examples
- Q&A Session

PTO.....

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I am looking to hold two workshops - one in the morning and one in the afternoon. The choice will be 09:30 – 12:00 or 13:30 – 16:00 on a first come first served basis.

As previously the cost of the course will be £50 per person for members and £75 to non-members. I will not open the course up to non-members until I am sure that all interest from members has been exhausted.

If the following workshop is of interest to you please let Karen know at the National Office.

Obviously Stockport is not an ideal location for all members to attend. If there is enough interest it is my intention to take this workshop to Scotland, Norfolk, Kentish way, West of England, Wales, Southampton, and NI etc. Please indicate if a workshop at one of these locations would be of interest so that I have an idea of demand.

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