

The Independent Fire Engineering  
& Distributors Association



Looking for that  
window of opportunity?



## IFEDA Business Development Course

Providing your team with the knowledge  
and skills to recognise business opportunities

# Developing skills and knowledge

Do your technicians understand the fire risk assessment? Can they look at the complex document and pick out the relevant items for action? Are they confident advising customers on areas for improvement?

This IFEDA course is designed to provide fire safety company technicians, sales, and office staff with additional information relating to fire safety to broaden their knowledge and skills base.

## Candidates will benefit by:

- Broadening their industry knowledge
- Understanding the importance of the fire risk assessment
- Recognising the implications of fire safety legislation in relation to their own, and their customer's, business
- Identifying opportunities for cross selling business services e.g. fire alarms / fire safety signage

# Assisting business development

Technicians who attend the course will come away with a complete understanding of the 'bigger picture' when it comes to fire safety. Whatever their industry specialism, it will enable them to understand the importance of asking to see the fire risk assessment, and understanding fire safety provisions, before commencing any work at a customer's premises.

By providing technicians with the knowledge and understanding to confidently advise customers on relevant information and guidance relating to fire safety, this in turn could lead to additional business. Empowering technicians to help boost earning potential.

**The full syllabus can be found at:**

# Identifying opportunities

The Business Development Course is split in to two modules. Candidates may sit either Module 1 or Module 2 as two separate courses, or have the preference to sit both modules on consecutive days.

## Module 1:

Provides candidates with:

- Basic awareness of relevant fire safety legislation
- Implications of the legislation to the customer and their own business
- Covers qualitative and quantitative risk assessment process
- Provides an overview of the Fire Safety Order, and the role of the fire personnel as competent persons

**Cost: £190.00 ex-VAT (discount available for members)**

## Module 2:

This focuses on the technician's main role and provides candidates with:

- Added skills to identify additional services
- Added skills to confidently communicate with customers and their own customer support colleagues
- An increased knowledge and awareness with subsequent potential to boost to company profits

**Cost: £190.00 ex-VAT (discount available for members)**

To book your place today, [email info@ifeda.org](mailto:info@ifeda.org) or call **01280 817583**

IFEDA runs a number of fire industry training courses; relevant courses are BAFE approved. From fire extinguisher technicians training to fire alarm training, fire awareness to dry riser training, ensure your technicians are thoroughly trained to a high standard. With dedicated training venues these courses are run by professional, industry approved, trainers.

Courses are run across the UK. The majority of the courses can also be run at your premises, subject to minimum numbers, please call 0844 225 1800 for further details.



All IFEDA courses have CPD accreditation from  
The Construction CPD Certification Scheme.



The Independent Fire Engineering & Distributors Association  
The Barn, Radclive Road, Gawcott, Buckingham, MK18 4AA

**Tel:** 0844 225 1800  
**Email:** [info@ifeda.org](mailto:info@ifeda.org)  
**Web:** [www.ifeda.org](http://www.ifeda.org)  
**Twitter:** @IFEDAFire



An ISO 9001 accredited  
organisation no. 441430