



# In-company training helps Dairy reach the crest of the training hill



Dairy Crest is the UK's leading dairy foods company, with brands that include the award-winning Cathedral City, Clover Spread, Country Life butter and Friji, the top selling flavoured milk drink. Dairy Crest also processes and sells fresh milk to retailers and residential customers.

IN 2011, Dairy Crest had a turnover of £1.6 billion and employed more than 6,500 people. Its customer base varies from major supermarket chains to individual milkmen, so a range of skills and strategies have to be used in the Credit Management process.

Dairy Crest takes the professionalism of its staff very seriously and so it turned to the CICM, and in particular trainer Jill Weymouth, to develop an Advanced Telephone Collections training programme that would help to develop and standardise performance across the different credit teams.

Jill's training, developed in partnership with Kathy Collins at Dairy Crest, forms part of an ongoing programme of development that is tailored to suit everyone, from some members of the team who have worked for Dairy Crest for over 25 years, through to the one attendee who had only joined two days previously.

Delivered in Surrey and Liverpool during January this year, the training focused on method and structure, dealing with difficult and challenging situations, negotiation and influencing skills and also included practical exercises and action planning to help the learning

really hit home, as Jill explains: "Working with Kathy to develop the programme was a pleasure and the delegates were a joy to train," she says. "They were enthusiastic about their role in the company and focused on developing their skills so they can be as useful as possible to their company and achieve maximum effectiveness."

Having qualified as a graduate member of the Institute, Jill went on to teach CICM students at her local college. After working for many years in the construction industry dealing in all aspects of Credit Management and connected areas, she now specialises in consultancy and training in this vital subject. She primarily works for the Chartered Institute of Credit Management, which involves her conducting ongoing training and development with a wide range of different organisations.

Delegates at the event gave some excellent feedback: 'Valuable lessons to bring to my daily work'; 'Best trainer I have ever had'; 'Informative, gave a great deal of food for thought'; 'Great content and picked up a number of good tips'; 'Jill made the day very relaxed and enjoyable'.



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