

Training Purchasers' Bulletin

Finding a new training provider just got easier.

WELCOME

In the recent past we have been conducting marketing research with purchasers of training in the UK private sector. Response suggests that purchasers would be interested in finding out more about TrainerBase and how the site can benefit their organisation in sourcing independent and freelance training providers. Feedback also suggests that periodic reminders about the site, its members and how purchasers can gain access to the wealth of expertise would be a great help. To this end we have decided to publish this Training Purchasers' Bulletin.

In this and subsequent issues we will:

- offer advice on using the site
- profile members of TrainerBase
- provide feedback on what is happening within the training purchasing field
- anything else that you would like to hear about

Many purchasers are aware that they would benefit from new and innovative approaches in the delivery of their training, but are daunted by the procurement/sourcing process. Finding a new training provider just got easier; TrainerBase is one of the most cost effective routes to finding your perfect trainer.

Peter
 Founder of TrainerBase

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MEMBERS' PROFILES

During 2007 we are sending out our Trainer Promotion Packs to purchasers that have requested information by post. Because these pack are somewhat different to the normal brochure that will no doubt have drop into in trays, we hope recipients will recall receiving it and remember where they have filed it. That said, it is always good to be reminded about possible training providers so in this and future Bulletins we will mention the trainers included in the Promotion Packs:



Brian
 Perry



Catherine
 Flintoff



David
 Wignall



Graham
 Yemm



Heather
 Girling



Helen
 Howard

Click on the photo of the trainer to visit their TrainerBase profile.

We will display and further 6 TrainerBase member profiles in the next issue of the TPB.

If you would like further information about these or any other trainers please contact us.

USING TRAINERBASE

The founding principle behind TrainerBase is that you will find it easier to gain access to the right trainer for your need, rather than searching the plethora of print directories, trainer web sites, and notice boards. TrainerBase has over 2,500 trainers listed, many of whom have active profiles where you can evaluate their suitability for your training need.

You can find your perfect trainer by:

- Using the search facility. Access to this facility is free and does not require membership. Either visit the Home page and use the basic search facility or visit the Trainers page and have access to filtering criteria that will narrow down the list of suitable trainers.
- Posting an Opportunity (Tender). Posting an Opportunity (Tender) requires that you are a member (you can Join yourself or contact us and we will do it for you). Being a member enables you to specify the requirement within your Opportunity and for trainers to put in a proposal.
- Asking us for a list of Trainers. If you are unable to access the site and require a list of suitable trainers, ring us on 01239 711544 or email the team (info@trainerbase.co.uk) and we will send you a list (via email) of the top 20 trainers listed on the site. The list will comprise those trainers that are active on the site and keen to find new contract opportunities.
- Requesting a submission of proposals. This is our new Brokering service where TrainerBase manages the advertising, initial selection and submission of proposals to purchasers. If you are interested in this service, please phone on 01239 711544.

I have created a document that explains in more detail the processes involved in using TrainerBase. Please feel free to Download this Purchaser User Guide, or email info@trainerbase.co.uk for a copy. And if you just want to talk over the process of finding a new training provider, please give us a call on 01239 711544.

WHAT IS BEING PURCHASED

The Telemarketing activity that is being conducted by TrainerBase has a dual purpose. It is to raise the awareness of TrainerBase with you as a member of the purchasing community but also to find out what you and your fellow purchasers are looking for; promotion and marketing research in a single activity. We make this research available to the members (no specifics) and will do the same for you in future issues so that you know what is going on with other purchasers in the marketplace.

ANYTHING ELSE

Whilst TrainerBase acknowledges there are a variety of Training and HR notice boards, digests and other networks, sometimes it can be beneficial to ask a specific question of a particular group. If you have a question about freelance and independent trainers and their activities, do ask and we can research an answer for you.

TrainerBase will also publish articles that may be of benefit to you in further understanding the relationship that you might have with an independent trainer.