

Here is November's selection of Business Tips to help you succeed

In this month's helping of hot tips from Kent Trainer, we range across the whole of our late November and early December programme..

Tip 1: Many of us need to write engaging articles or reports. Yet our audiences have too much information coming at them each day. How can you hook your reader with your first three sentences? By establishing rapport in the first sentence, setting up a tension in the second and then posing a question that your article will answer in the third. Easy.

Polish up your communication skills and pick up great tips in [Writing for Results](#), on 28 November.

Tip 2: You will be amazed what people can "hear" over the phone. When preparing for a session of telephone selling, check your appearance, tidy your workspace, drink a glass of water and put a smile on your face. These will communicate a sense of confidence, efficiency, fluency and enthusiasm to your potential customers.

Understand more about [Telesales Techniques](#) on 1 December.

Tip 3: The success or failure of any project you undertake will often be decided upon by your stakeholders. So prioritise your stakeholder management process. Identify who your stakeholders are; analyse their needs, power and attitude; make a plan; and then put it into action, focusing on your high priority stakeholders.

Learn how to apply a wide of powerful tools and techniques in [Project Management](#) on 5 & 6 December.

Tip 4: Does your business set its prices to reflect the cost of your goods or services? Or do you aim to reflect their value? These are two clearly different approaches and you will do well to consider the benefits of each. Both require research and planning.

Learn more about when each is appropriate and how to research them, in [Costing & Pricing](#), on 30 November.

Tip 5: One powerful model of motivation suggests we are only motivated when our leaders set us a task we are confident we can do, and do well; when we believe that they will grant us the reward that they promise; and .when the reward offered is something we value. This model was developed by Victor Vroom (truly!). How well does it apply to you?

Spend a day learning more about [Motivation and Leadership](#) on 29 November.

Tip 6: Powerful listening requires that you turn off that little voice in your head so that you can give all of your attention to the other person. When you do this, you will have a greater impact on the people you seek to influence, and come across as a more influential person.

Explore strategies like this in more depth at our powerful one-day workshop on [Management Essentials](#), on 8 December. The follow-up [Management: Introductory Programme](#) starts on 2 February 2007.

Tip 7: A basic business budget contains projections of: sales revenue, costs for achieving that revenue, and the resulting profit or loss, spread over 12 to 24 months. It should be the result of your analysis of your marketing and sales activities, so base your projections on experience and research, not hope. Use high, medium and low sales estimates to provide a range of scenarios.

Develop a deeper understanding of [Budgeting for your Business](#) on 4 December.

... **and:** for those **Type A people** who like to do everything "*just in time*", you still have time to book onto our very successful [Time Management](#) programme, on 22 November. **Type B people**, you'll be just as happy to plan ahead to next time, on 9 March 2006.

Other courses running in late November and early December are:

[Personal Assistant - Executive Skills](#) on 23 November and 15 December (2 days)

[Training Needs Analysis](#) on 24 November

[Marketing Planning](#) on 29 November

[Company Director - Understanding the Role](#) on 8 December

[Train the Trainer](#) on 11 December

[Communicate with Confidence](#) on 12 December

[Handling Complaints](#) on 12 December

Find out more about these and our full programme, at www.kenttrainers.co.uk, or call our office on 01892 823053

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