

Here is our March selection of Business Tips to help you succeed

In this month's helping of hot tips from Kent Trainer, we cover our programme for the second half of March.

Tip 1: When you are selling by phone, it pays to plan your approach in advance. Here are three essential things to put into your opening: position yourself as a specialist - *"we work with HR directors of companies in your sector"*; show you understand your prospect's problem - *"our programmes will help you to train any number of staff in the skills you need"*; and demonstrate that you can offer references - *"we work with prominent Kent organisations like Genzyme, HL Hall and St John Ambulance"*.

Learn more about [Telesales and Selling by Phone](#) on 13 March

Tip 2: Time, cost and quality are usually seen as the three primary dimensions of a successful project. There is a fourth, however: scope. Scope represents the range of what the project will and will not tackle. It is both the source of stress for the project manager and your secret weapon. Defining scope clearly at the outset will protect you from the wolves nibbling at your heels who want more. Planning the sequence of delivery will let you use scope as a tool to ensure you deliver real value from your project.

Spend two days immersing yourself in [Project Management](#) on 21 & 22 March.

Book this with our new course on [Microsoft Project](#) on 9 & 10 May and get a 10% discount.

MS Project is one of fourteen [IT Training Programmes](#) we can offer you.

Tip 3: How can you make maximum impact when you attend a meeting? Kent Trainers' expert says the first thing is to know why you are attending and what you want to achieve. Once you are at the meeting and you want to contribute, wait until you have heard other people's points of view before making your point succinctly. Use a three step sequence to influence your colleagues: first, state your point of view; second, your reasons and evidence; third, tell the meeting what the next steps are. Try it out.

If you need to chair, facilitate or manage meetings, attend our course [Meetings - making them work](#) on 15 March.

Tip 4: More businesses fail through cash-flow problems than lack of profitability. One way to enhance both your profit levels and your cash-flow is to review your terms of trade with suppliers and customers. Identify the three suppliers who account for the largest portion of your costs. If you can renegotiate terms with each of them, you can transform your business.

Get to grips with your business's finances at [Finance for Directors](#) on 22 March.

Tip 5: Boost your motivation by focusing on your strengths. Here are four questions to ask yourself now: "What do I feel really good about, today?"; "What am I really excited about, today?"; "What can I feel really proud of, today?"; "What are the best things in my future, today?" Now boost the motivation of your team members by asking them one of these questions. Too often we focus on our troubles - **make the shift and you will notice a difference.**

Spend a day learning more about [Motivational Techniques](#) on 23 March.

Tip 6: Handle a complaint well and you will turn an unhappy customer into a wild fan of your business. Handle it badly and not only will they never return - they'll tell their friends. When Range Rover's new model was plagued with faults in the 1980s, MD Mike Hodgkinson sent a simple message to every dealer. As soon as anyone comes in to complain, offer them the chance to drive a new car off the forecourt there and then. In the year it took them to fix the problem, only one customer took them up on the offer. But the press went wild about their customer service commitment.

Explore processes and strategies for Complaints Handling on 20 March.

Tip 7: New managers have to navigate a startling array of power bases in their organisation. One such source of power is Resource Power - control of vital resources like computer software, stationery, admin support. Maximise your effectiveness at work by getting to know your admin team and treating them as vital members of your team.

Start your own management journey on 12 March, with [Management Essentials](#). You can also try our three day [Management Programme](#) starting 25 May.

Other courses running in late March and early April are:

[Personal Assistant - Executive Skills](#): A 2-day programme on 21 March and 18 April

[Self Management and Personal Effectiveness](#): How to maximise your contribution, control and self-esteem, on 23 March

[Negotiating Skills](#): All aspects of negotiation, on 11 April

[Train the Trainer](#): Plan, structure, deliver and evaluate training, on 12 April

[Managing People Problems](#): Deal with disruptive issues like, morale and productivity, on 17 April

[Sales - the Client Meeting](#): Increase your sales on 17 April

Also in April, our new series of 14 [open courses in popular office software](#) starts with:

[Microsoft Word - Introduction](#): 17 April

[Microsoft Excel - Introduction](#): 18 April

[Microsoft Word - Advanced](#): 20 April

[Microsoft PowerPoint - Advanced](#): 27 April

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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