

Here is our May 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 May.

Tip 1: Great leadership is like a good conversation. Most of what gets done in an organisation is done through relationships; and relationships are built among people. Great leaders are interested in people and will make the time to start conversations so that they can learn about the people they lead. And through conversations, we impart something of ourselves. If you seek to lead, make time to converse.

Spend two days developing your own style of leadership: [Leadership Skills for Senior Managers](#) is suitable for all senior managers, directors and owner managers. 23-24 May

Tip 2: SPIN Selling - still appropriate today. Neil Rackham's 1988 model for the selling process is still worthy of study. Before recapping the four stages, however, let's remember that Rackham's central insight is that the best salespeople spend up to 80% of the sales meeting listening. To facilitate this, ask four types of questions, in this order: Questions that elicit your prospect's Situation, second, expose their problem, then discover the Implications, and finally, learn what they need and what the pay-off is for your prospect.

[Sales Essentials](#) on 18 May will give you all the basics to get you confident in the sales process.

Tip 3: Have you ever wondered what is the key to being assertive? In one word, the answer is "respect". Aggressive behaviour is driven by respect - for ourselves and no one else. Passive behaviour also focuses on respect - but for the other person to our own detriment. When you want to behave in an assertive way, focus on total respect - have respect for yourself and your rights, and also for the other person and theirs.

Develop your personal power through assertive behaviour on 15 May, at our one day [Assertiveness](#) programme.

Tip 4: Supervisors often hold organisations together, forming a link between the planning role of management and the delivery role of their teams. This makes your role as supervisor challenging and, potentially, highly rewarding. One of your most powerful contributions will be to give team members a clear perspective on what they are doing, allowing them to see how it fits into the wider context of whatever your organisation does.

Get to grips with [Supervisory Management](#) on 17 May.

Tip 5: The secret to selling over the phone is holding the other person's attention. As soon as they answer the phone, you have interrupted them, so let them know quickly and politely why you have called. But do so in a way that obeys the golden rule of selling - focus on what they need: not what you want. Right up front, let your prospect know how they can benefit from giving you their time. And if they really cannot spare you the time, accept this gracefully and ask for a time when it is convenient for them for you to ring back.

Learn how to maximise your selling opportunities in [Telesales and Selling by Phone](#) on 5 June.

Tip 6: One of the secrets to business success is mastering the basics. For office workers these days, there is nothing more basic than office software. Vast numbers of hours are lost by office workers struggling to compile basic spreadsheets, presentations and documents. And managers lose time too, lending a hand, which is neither fulfilling to them nor a good way to learn for their colleagues.

Microsoft [Word - Introduction](#): 15 May

Microsoft [Excel - Introduction](#): 16 May

Microsoft [PowerPoint - Introduction](#): 22 May or 20 June.

Ready for something more advanced? These are three of fourteen [IT Training Programmes](#) we can offer you at purpose built IT training suites in Canterbury or Tunbridge Wells.

Tip 7: Managers need to be able to manage themselves as well as their staff. When you first became a manager, did you find it stressful? You would not be alone if you did. One way to control these feelings is to focus on what you can control. Now is the time to make effective use of your time, so start by splitting your working time into two parts. Ask yourself: “What portion of my time shall I allocate to my team, and what to my own work?” This is your first and most valuable decision.

Kent Trainers offers lots of help to new managers:

Our next [Management Programme](#) starts on 25 May, with “Being a Great Manager”, followed by “Deploying Powerful Interpersonal Skills” on 29 June and “Managing for Great Results” on 20 July.

[Management Essentials](#) - which focuses on self confidence, assertiveness, and power in organisations, is designed to mesh with the Management Programme. The next workshop is on 16 July.

For in-an depth look at some of the topics covered in our Management Programme, try, for example: [Time Management](#) on 6 June, [Stress Management](#) on 19 June, or [Meetings - Making them Work](#) on 27 June.

Other courses running early June include:

HR Essentials	7-8 June
Financial Planning (Budgeting / Costing & Pricing)	12 June
Company Director - Understanding the Role	13 June
Finance for Directors	14 June
Microsoft Excel - Intermediate	13 June

Kent Trainers has re-designed our Marketing course. We are currently scheduling [How Marketing Achieves Results and Creates Cash flow](#). The first of these new courses runs on 18 October at Sevenoaks.

Have you missed one of our newsletters or tip-sheets?

Don't worry

All of our Newsletters and Tip sheets are now on our website.

[Click here to see them all](#)

Kent Trainers' new brochure will be issued in September.

We will be sending advance copies to selected people. Be one of the first to receive this.

[Click here to request your advance copy.](#)

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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