

Here is our June 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 June. This month, we've even thrown in an extra [Bonus Tip](#).

Tip 1: "Satisficing" is doing the minimum to meet a set of criteria. This is the approach that many organisations take to customer care. It is certainly the easiest way to deal with complaints. Easiest is rarely best - and certainly not in this case. Treat complaints as an opportunity to have a good long conversation with your customer and go way beyond satisficing. Go beyond pleasing; aim to delight.

Learn how to handle complaints confidently and turn distress to delight in [Complaints Handling](#) on 21 June.

Tip 2: Fair's fair - and everyone wants that. It's amazing how much of motivating your colleagues is a matter of applying common sense. In the early 1960s, John Stacy Adams figured out that employees only feel motivated when they sense that their reward matches their input. Wow! The thing is, as a leader, manager or supervisor, there are lots of ways to reward people: praise, thanks, responsibility, opportunity, public notices, biscuits in breaks. Be creative.

[Motivational Techniques](#) on 28 June will give you a wide range of strategies for motivating your team.

Tip 3: How often do you find yourself creating a similar document? If you do often do similar documents, do you start from scratch or overwrite the old one? The former wastes time, the latter risks losing the original. Try creating a template. Start with an empty version in the correct format, then, when you do "save as", select "document template" in the "save as type" list. When you need to create a new document, go to "File - New - Templates" and select the right one.

Creating document templates is one of the many advanced skills on our [Word - Advanced](#) course on 29 June.

Tip 4: Things always work the way they are built: not the way the designer intended. Time spent early on in a project, validating the design and ensuring it is thorough and meets the needs of the users is a valuable investment. This way the design will be right. Step 2: in the delivery phase, monitor the development and construction assiduously. Translation from specification to reality requires real attention to detail.

For a practical and thorough grounding in [Project Management](#), attend our two-day programme on 27 & 28 June.

Tip 5: Simplicity is elegance; elegance is compelling. The best PowerPoint slides are often the simplest. To create real impact, less is more, and try these tips: use fewer colours and choose your palette with care, make your lines thicker than the default setting and never project text less than 16pt font size. To test if your slides are readable, stand 2 metres from a laptop screen and 3 metres from a large desktop screen. Better still - rehearse with a projector.

Learn how to create professional presentations quickly and easily with our [PowerPoint - Introduction](#) course on 20 June.

Tip 6: Sales success can be summarised with a simple equation.

Revenue = Number of customers x Average number of purchases x Average size of purchase. When managing your sales team, you will want to focus them on all three of these. What we often find is that a salesperson tends to have a blind spot in one of these three areas. Find out which it is and direct their attention to it; and you can open up huge returns. Do this for your whole sales team and make them stars.

Move from selling to managing a sales team with [Sales Team Management](#) - planning, motivating, leading and goal setting on 26 June.

Tip 7: Want to extract a subset of data from your Access database? When you learn to use the 'Filter by form' function, you can access information from your data. To select records you want, view the Access form and click the 'Filter by form' button. Now enter your filter criteria in the appropriate cells. You can also use '*' as a wild cards to select all characters before or after a piece of text, and '?' to select any character in that position. Now press the 'Apply filter' button to select your records. For example, "Kent*" will select all text starting with "Kent", such as "Kent Trainers" and "Kentucky Derby".

Get started on databases with Microsoft [Access - Introduction](#) on 28 June.

For a thorough induction into database creation, follow this up with: [Access Intermediate](#) on 6 July and [Access Advanced](#) on 9-10 July.

Kent Trainers offers lots of help with office software. We offer fourteen [IT Training Programmes](#) at purpose built IT training suites in Canterbury or Tunbridge Wells.

Bonus Tip: Six is magical: twelve's the limit. A working meeting has up to six people. Seven or more are for information transfer only - try holding together one conversation with seven people. Beyond twelve and some people will be wasting their time.

[Making Meetings Work](#) is part art, part science. Find out more on 27 June.

Courses running in early July include:

Developing and Training your Staff	4 July	
Customer Service Essentials	5 July	
Self Management & Personal Effectiveness	5 July	
Presentation Skills - Introduction	6 July	Sold Out Call us for extra dates
Presentation Skills - Advanced	18 July	
Coaching & Mentoring	10 July	
Microsoft Office Software		
Microsoft Word - Introduction	4 July	
Excel - Introduction	5 July	

Kent Trainers has re-designed our Marketing course. We are currently scheduling [How Marketing Achieves Results and Creates Cash flow](#), so call us to arrange email notification of the new dates.

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

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Kent Trainers' new brochure will be issued in September.

We will be sending advance copies to selected people.

[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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