

April 2008: The Business Psychology Edition

Get Anyone to Do Anything

... is the title of one of our favourite business books. Even if you can't.

Or can you? With a simple understanding of business psychology, you can perhaps understand why people make the decisions they do, and therefore influence them more.

This is a special edition of our newsletter for three reasons:

1. It comes out on 1 April, so be warned
2. It comes out in the week of the [Kent 2020 Exhibition](#). We'll be there at stand E4 and look forward to meeting many of our readers
3. It honours our forthcoming "[Basic Psychology for Business](#)" workshop on 14-15 May - one of our favourite courses.

Customer Service Psychology

People are far more likely to buy from you if they like you. So what can you do to make yourself and your business more likeable? Here are three things:

- ⊙ Have fun, be fun, and smile.
At Kent Trainers, we make our training fun and we smile when we talk to people
- ⊙ Make friends with your customers. We tend to like best what is familiar to us. So be patient. If your customer doesn't buy first time ...
At Kent Trainers, we send you free newsletters, so you get to know us
- ⊙ Be like your customers. We tend to like people who are like us.
At Kent Trainers, we recruit trainers with real business, public sector and management experience - just like you

Learn More: [Sales Essentials](#) on 10 April or [Customer Service Excellence](#) on 6 May.

Realising your Real Potential

How can you get the absolute best performance from yourself and from your staff? In 1983, Albert Bandura and Daniel Cervone worked with 80 cyclists. After measuring their performance, they gave:

- ⊙ 20 cyclists performance goals
- ⊙ 20 cyclists performance goals and performance feedback
- ⊙ 20 cyclists performance feedback, but no goals
- ⊙ 20 cyclists no goals or feedback

Three groups all achieved between 20% and 30% improvement in their performance. The fourth group, the group with both performance goals and performance feedback, achieved a 60% improvement.

Learn More: [Realise your Potential](#) on 9 April or the 3 day [Management Programme](#) on 12 May, 9 June, and 7 July.



Access is the Simplest Software

Two years ago, Flora Limopi trained two chimps and an orang-utan in the basic use of Microsoft's Word, Excel and Access software.

None were able to do more than type drivel using Word, although the orang-utan was able to construct a very simple spreadsheet. All were able to extract basic data from MS Access. However, the researcher, Ms Limopi, did later concede that she made the database particularly easy to use.

Learn More: [Excel Intermediate](#) on 15 April, [Word Intermediate](#) on 16 April and [Access Intermediate](#) on 14 May.

Get an Edge in Negotiations

Psychology will provide you with many tools to help you in negotiations. One of the favourites for negotiators is “The Add-on”. We even see it regularly in advertising.

But wait! There’s more!

By offering a small extra benefit, you will get a profound impact on compliance. When you are close to a deal, throw in a little extra. Advertisers often find an extra 30% uptake on adverts when they offer an extra incentive.

Learn More: [Negotiating Skills](#) on 13 May

Keep reading our newsletter and, as well as useful tips, you will also get advanced notice of special offers and grants. Like the 40 free places we were able to offer over-50s, funded through A4e.

Office Management Psychology

As an effective office manager, you need to be assertive, influential and able to make effective decisions.

One of the keys to all three of these is “credibility”. So how can you enhance your personal credibility? Here are three tips:

- ⊙ Become an authority. Make it your business to become really expert in what you do. Avoid the temptation to skate over the surface of tough issues - immerse yourself
- ⊙ Look the part. Clothing, accessories and general appearance create an impression. Rightly or wrongly, people will react to this impression, so deliberately cultivate the look you want
- ⊙ Good posture will both convey confidence and give you a sense of being rooted. Stand square on to people when you are talking with them, put your feet firmly on the ground and become still.

Learn More: [Office Management](#) on 14 May

Use Psychology to Manage Time

Most of us will work hard to avoid seeing ourselves fail. One way to improve your management of time is to set yourself deadlines.

Here’s how:

Step 1:

Decide what you want to do today

Step 2:

What tasks will help you accomplish this?

Step 3:

How long will they take?

Step 4:

Schedule and set a deadline for each

Learn More: [Time Management](#) on 22 April

Dealing with “I’m Stuck”

Why is it that some people don’t do what is good for them? Indeed, why do some organisations seem blind to their problems?

There seem to be seven levels at which we find ourselves ignoring - or discounting - a problem:

1. **“What problem?”**
When we fail to acknowledge the issue
2. **“So what?”**
When we fail to credit its importance
3. **“But what can I do?”**
When we don’t have an answer
4. **“I’ve tried: I failed”**
When we feel powerless
5. **“I can’t do it now”**
When we misuse the solution
6. **“What’s that achieved?”**
When we fail to acknowledge our success
7. **“What for?”**
When solving the problem seems futile

Which one is your favourite?

Learn More: [Basic Psychology for Business](#) on 14 & 15 May is one of our premier programmes. Don’t miss this opportunity.