

December 2008: The Christmas 2008 Edition

The Twelve Days of Christmas

On the twelfth day of Christmas, Kent Trainers offered me . . .

12 Clients buying ...

People may be buying less in the New Year, but more important, buying patterns will shift. In tough times, we make more conservative buying decisions, so focus on your most trusted products and services.

Learn More:

Sales Essentials	16 January
Enhancing your Customers' Experience	21 January
Sales - The Client Meeting	23 January
Managing a Sales Team	28 January

11 Staff performing ...

Your staff will perform best when you are honest with them about trading conditions and show them how the choices they make will affect their future.

Learn More:

Recruitment Interviewing	13 January
Training your Staff on-the-Job	14 January
Performance Management and Appraisal	15 January
Employment Law Essentials	29 January

10 Boys a-leaping ...

Did you know that Kent Trainers offers you up to 15% discount on our open training courses? Once you've booked 10 places in a year, future courses are discounted by 15%. Get 10% discount with just 5 to 10 bookings in a year.

Learn More:

Call our office on 01892 736110 for details of our [Gold and Silver customer status](#).

9 Writers writing ...

Readability indices measure how readable your writing is. MS Word can calculate it for you: in Tools/Options/Spelling & Grammar, tick "Show Readability Statistics." When you do a grammar check you'll get two measures of readability. The Flesch-Kincaid Grade Level gives the average year group that could easily read your text. This para has a level of 7.5; readable by an 11 year old.

Learn More:

Business Writing	15 or 28 January
Report Writing	16 January
Communicate Confidently & Assertively	29 January

8 Hours passing ...

Start the New Year with a feeling of freedom. Create a *“To Don’t”* list. Put onto it all of the things on your to do list that have been there for over a month. Put the rest onto a new to do list. Now throw away your To Don’t list. If it’s important, it’ll come back - otherwise, dropping it is the right thing.

Learn More:

Time Management	21 January
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7 Software Packages ...

Organisations typically spend 5 - 10% of managerial, clerical and admin salary costs on office IT. Yet their staff use less than 30% of the software’s functionality. What a waste!

Learn More:

Kent Trainers offer [training in seven top Microsoft packages](#): Word, Excel, PowerPoint, Access, Outlook, Project, and Visio. And we run an Office 2007 Overview.

Excel for Beginners	8 December
Excel Intermediate	11 December
PowerPoint for Beginners	12 January
Word for Advanced users	13 January
. . . and seven more IT Courses in January	

6 Events managed ...

The secret to a successful event starts with setting out a clear goal and objectives for your event. Create a *“what will be different as people leave?”* statement.

Learn More:

Organising an Event	13 January
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5 Team members ...

When you are leading your team, remember the four Ps: *Purpose* - what are we here for and where are we going? *Plan* - what do we need to do? *Priorities* - what’s most important to us? And *Part* - what is each person’s role in the team?

Learn More:

Team Leadership	14 January
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4 Project plans ...

When you start your project planning, begin with a full list of external dates, events and deadlines that can possibly impinge on your project. Then start work on your own key dates.

Learn More:	
Microsoft Project	22 January
Project Management	5 February

3 Managers ...

When you delegate work, what is the key information you need to give them? 1. the background, 2. what you expect, 3. your deadline and 4. how much authority you are giving them to make decisions.

Learn More:	
Supervisory Management	29 January
Management Essentials	14 January
The Management Programme (3 Days)	5 February, 4 March, 1 April

2 Financial plans ...

How many financial plans do you have? It's always best to have two: one for when external circumstances go as you hope and expect, and one a contingency plan, so you can rapidly switch into dealing with adversity, having already thought through the issues.

"I have always found that plans are useless, but planning is indispensable."

Dwight D Eisenhower

Learn More:	
Financial Planning and Budgeting	14 January

And an insight into your mind ...

People are driven by different things. Some of us need to do things right; others to do them quickly. Some need to please other people and some to be strong. Some just need to try hard. When you understand how to recognise these drivers in yourself and in your colleagues, you will be better able to understand how to achieve the best performance - from yourself, and from your team.

Learn More:	
Basic Psychology for Business	21 & 22 January
Basic Psychology for Business Part 2 *	18 & 19 March
* Requires attendance at our Part 1 course , or at an introductory Transactional Analysis course.	

Congratulations



As well as working from a new venue ([The Buxted Park Hotel](#), in East Sussex) from January, Kent Trainers welcomes three new Associate Trainers: Leanne Davies, Marilyn Davidson, and Sue Cooper. Happy New Year!