

# kenttrainers

*Expand your horizons - personal & business training*

## Top Tips

June 2009 edition

### Welcome to our Top Tips

*In our June Top Tips we look at the courses that will take you up to the summer break, all of which feature in our 2009 open course brochure.*

*Don't forget our summer special offer:  
Mates Rates*

**Book any place  
on any open course  
at full price, and  
you can bring a mate along for *only £45***

So, two places on one of our open courses for only £350.

*That represents a massive discount of over 40%!*

For full details, see the bottom of this email

**Tip 1: Why do Kent Trainers' Top Tips and Newsletters look different to so many others you receive?** Where are the pictures and logos? We know that pictures and logos take time to download. We've also reviewed a great number of email newsletters and have found that many don't look right on all PCs, mobiles and software. Very few are readable on a handheld. We want it to be easy for you to read our emails, so we keep ours simple and tested it on every device and email reader we can find. Simplicity is a virtue - it minimises preparation time and errors and gives our readers a better experience.

Spend a day focusing on how you make your message clear at [Communicate Assertively and with Confidence](#), on 18 June (**LAST PLACE**); or at [Business Writing Skills](#), on 15 July.

**An invitation to our readers:** We want your feedback on our Top Tips and Newsletters. Email us on [info@kenttrainers.co.uk](mailto:info@kenttrainers.co.uk) to let us know what you think and we promise we'll respond to every comment we receive.

**Tip 2: Your email inbox is often the cause of lost time;** but most email programs have the tools to help you. When you first read an email, make a quick decision: can I deal with it now and get it done in a minute or two? If you can, just do it. If not, only tackle it if it really cannot wait. Otherwise, file it in a folder, or flag it so it's linked to other emails of the same subject or project. Tackle these emails in one go, at a time to suit you, not simply when the email arrives. That's control.

Spend a day focusing on controlling and planning your time. [Time Management](#) is one of our most popular courses. Make time for it on 2 July. Don't be late!

**Tip 3: With our focus on The Apprentice, you've had plenty of management tips lately.** So this one is simple and obvious. So simple and obvious that many new managers neglect it - to their cost. Management starts with how you manage yourself.

This is the focus of [Management Essentials](#), on 1 July.

The timing is ideal to follow this up with one of our autumn [Management Programmes](#) on 3 September, 1 October and 5 November (at Buxted Park) or on 22 September, 15 October, and 17 November (at Salomons).

[Management Essentials](#) plus the [Management Programme](#) is an ideal package to make the best of **Mates Rates**: two new managers can do the whole set of four days - eight days of training in total - for only £1,400!

Alternatively, you might [Managing Under-performance and Difficult Behaviour](#), on 2 July.

**Tip 4: Psychologists did an experiment.** They monitored the number of in-bound calls that sales teams were able to convert into meetings, after a receptionist referred callers to them. Then, they asked the receptionist to change what they said. Instead of *"I'll put you through to Chris"*; they now said *"you need to speak to Chris, who is an expert on ..."* The number of conversions went up markedly. When you hear an endorsement of someone you are about to speak with, it subtly shifts your attitude to them - for the positive.

Learn the basics of [Reception Skills](#), on 9 July.

**Tip 5: We don't often promote other people's materials, but you may want to read this one.** If you want to make the case for training in these tough times, we recommend the free report: *"Promoting the value of learning in adversity"* from the Chartered Institute of Personnel and Development (CIPD). You can download it here: [CIPD Report](#).

[HR Essentials](#) is designed for anyone with an HR responsibility in your organisation. We keep it up-to-date on legislation and, over two days, there is time to discuss hot issues, so why not **bring a mate!** 7 & 8 July.

**Tip 6: Directors and Senior Managers have a strategic role.** Sadly, too many do not have the financial skills or confidence to understand how basic financial data can help with strategic planning and decisions. The most fundamental financial skill is questioning. Where you don't understand, ask (answering your questions is a principal role for your finance director, controller or accountant). Now ask more questions: Why? What if? When? These are the starting point of strategic planning.

And to help you further, spend a day getting to grips with the basics of [Finance for Directors and Senior Managers](#), on 8 July.

***Important Notice to our newer readers.***

*Kent Trainers newsletter has been sent to some of our newer readers over the last months. However, due to data protection legislation, we can only send it to you for a limited period without you specifically requesting it.*

*If you were not receiving our mailings before 1 January, and wish to continue, to do receive them, please confirm now by clicking here: to [subscribe@kenttrainers.co.uk](mailto:subscribe@kenttrainers.co.uk)*

*Alternatively, you can always call Kate & Richard in our office, on 01892 836110.*

### **Mates Rates: Your Questions Answered:**

**Q:** When can I take up this offer?

**A:** The offer runs from 10<sup>th</sup> June 2009 until 31<sup>st</sup> July 2009 - any bookings you make up to the end of July are eligible for this offer

**Q:** Hey, I want to book now?

**A:** Call our office on 01892 836110 and we'll reserve your places now

**Q:** That's disappointing - I've recently made a booking?

**A:** Give us a call and we'll happily reserve a place for one of your mates and only charge them £45

**Q:** What courses can I book?

**A:** Any open course up to the end of 2009. You can find them all on our website - [www.kenttrainers.co.uk](http://www.kenttrainers.co.uk) - where you can also download our brochure. If you want us to post you a brochure, call us on 01892 836110

**Q:** Does the second booking need to be on the same course?

**A:** Yes - to qualify for the offer both bookings must be on the same course.

**Q:** What if I subsequently transfer one of the bookings to another course?

**A:** Both delegates must attend the same course to qualify for the offer.

**Q:** I am a Gold or Silver member. Will I get my discount on top of the offer?

**A:** No, I am afraid not. This offer is exclusive and can't be combined with any other offer.

**Q:** How do I book?

**A:** Just call Kate and Richard on 01892 836110

**Notes:** All prices quoted are subject to VAT at 15%. Our standard terms and conditions apply. Terms and conditions are published on our website [www.kenttrainers.co.uk](http://www.kenttrainers.co.uk).

*Find out more about our full training programme at [www.kenttrainers.co.uk](http://www.kenttrainers.co.uk), or call our office on 01892 836110. We are proud of our new website and hope it offers you the information you need to make your training investment decisions. We would be pleased to hear what you think!*

**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](#)

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The material available in this newsletter is designed to provide general information only. Whilst every effort has been made to ensure that the information provided is accurate, it does not constitute legal or other professional advice. Legal advice should be taken in all matters regarding employment law.

**Please do not reply directly to this newsletter** as there will be a long delay in us receiving your message. If you would like to contact us please send a message to [info@kenttrainers.co.uk](mailto:info@kenttrainers.co.uk).

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If you no longer wish to receive this newsletter, please email us **with the email address you want to remove** from our system at [unsubscribe@kenttrainers.co.uk](mailto:unsubscribe@kenttrainers.co.uk) quoting the reference **6/325**.