

In our August top tips we offer you insights on topics linked to courses running in September.

Market conditions compel us to raise our prices from 1 September, but you can secure any course in our current programme (to the end of May 2009) at existing prices. All you have to do is book before 1 September.

Book a block of courses and you will also get the benefit of our tiered loyalty discount rates of 10% for Silver Members and 15% for Gold Members. Call us today to find out more.

Tip 1: It is always easier to keep a customer than find a new one. So why do so many businesses seem to work hard to alienate their customers? There is only one thing you have to do to create great customer care: you have to *care*. Transform your customer service by treating every customer like she or he is royalty. And we mean *every customer*. You never know which of your small customers will turn into your next key relationship. Make a commitment - do one great thing for one customer today, two tomorrow ... Let it become a habit.

Tune up your customer care with [Customer Service and Complaint Handling](#) on 4 September.

Build your customer base with [Sales - The Client Meeting](#) on 10 September, [Increase Sales through Effective Marketing](#) on 19 September, or [Develop a High Performing Sales Team](#) on 25 September.

Tip 2: Why do negotiators often fail to reach agreement? Indeed, why does conflict often escalate? People often get seduced into focusing on the position the other person is taking. Instead, ask yourself: “*What do they really want?*” or “*What outcome would be in their best interest?*” By focusing on what we want, rather than a dogmatic position, we can reach a better negotiated agreement and resolve conflict more effectively.

For gentle outcomes, try [Negotiating Skills](#) on 17 September, or for higher temperature situations, [Dealing Effectively with Conflict](#) on 16 September.

To boost your general skills, two courses to consider are [Communicate with Confidence](#), on 23 September, and [Assertiveness](#), on 13 October.

Tip 3: What do you want? Returning from the holidays is a great time to refocus on the changes you want in your life, to bring you the happiness and success you desire. Start by taking time to think through: “What do I want?” Without the answer to this question, success will be just down to luck. The next step is to ask yourself “*How will I know when I have it?*” This way, when you are successful, you will know it, and be happy.

Secretaries, PAs and Administrative staff can focus on your own personal development in [Personal Assistant - Personal Development](#) on 3 September.

Other courses that may help you grow in your role include: [Minute Taking with Confidence](#) on 4 September, [Business Writing Skills](#) on 9 September, [Office Management](#) on 8 October, [Assertiveness](#) on 13 October or [Supervisory Management](#) on 15 October.

Tip 4: Confused by Access? Don't be. Here is our quick guide to Tables, Queries, Forms and reports. Tables store data - the columns are the different sorts, the rows are the individual records. Queries are the way we find data from a table. Forms allow us to input and display data in a user-friendly way (if they are designed well!). Reports allow us to print out data in a useful format - turning it into usable information.

Learn to turn the power of Microsoft Access to business advantage at Access for Beginners on 18 September, Access Intermediate on 16 October or *a one-off special course* for experienced users, Access Advanced on 25 September.

In total, we have ten [Office IT courses](#) to choose from in September and a further seven in October. The pick of the crop include [Word for Beginners](#) on 2 September, [PowerPoint for Beginners](#) on 17 September, [MS Project](#) on 23 September and [Excel for Advanced Users](#) on 24 September. [Excel Intermediate](#) on 16 September has *only one place remaining!*

NB: See below for a special offer on [PowerPoint for Beginners](#) on 17 September

Tip 5: How to make a bigger impact at the meetings you attend. If you want to be more influential at meetings, start paying more attention to how the meeting is working; the roles people take, what they want and how the meeting is being conducted. This will help you to make a more focussed intervention and move the meeting forward.

Spend a day honing your skills at [Meetings - Making them Work](#), on 10 September. You may also like [Communicate with Confidence](#) on 23 September, [Assertiveness](#) on 13 October, or [Influencing and Persuading](#) on 23 October.

Tip 6: Procrastination. We were going to write about it but ...
... let's see. Oh yes ...

To overcome procrastination, just get started. Find one small thing to do to start the task. Then just do it. You'll usually find that it's easy, so you can slip into doing the next small thing ...

And before you know it, voila! It's done.

[Time Management](#) is one of our most popular courses. Find out why on 10 September. Be on time!

Tip 7: In tight times, it pays to get governance right. The role of a company director is a complex one - you are ultimately responsible for all that you business does. For example, 1,600 directors are prosecuted each year for late filing of accounts, for which each Director can be fined up to £5,000. And, did you know that currently, there is no minimum age for a company director in England and Wales (there is in Scotland). This will change in October, when the minimum age of 16 is extended to the whole of the UK.

Learn more about Directors' responsibilities in [Company Director - Understanding the Role](#) on 4 September.

Tune up your grasp of financial management with [Finance for Directors and Senior Managers](#) on 10 September, or [Finance Essentials for non-Financial Managers](#) on 30 September.

ONE PLACE REMAINING

on our September [Management Essentials](#) course on 9 September. Alternatively, it will be running again on 22 October.

Other Highlights coming up . . .

The [Management Programme](#) - is designed for new managers or as a refresher for experienced managers. We recommend you book quickly for the last few places on the Stone Castle Programme, near Dartford, starting on 11 September. Alternatively, the Tunbridge Wells programme, at Salomons, starts on 7 October.

Stone Castle Programme:	11 Sept, 10 Oct and 18 Nov
Salomons Programme:	7 Oct, 6 Nov and 3 Dec

For your first responsibility for other colleagues, learn about [Developing High Performing Teams](#) on 30 September or [Supervisory Management](#) on 15 October.

Now is a time to get your HR processes right. If you are running HR in your business and are not an experienced HR professional, be sure to prioritise [HR Essentials](#) on 18 & 19 September.

Special Offer

[Presenting with Impact](#) on 18 September. This course often sells out, so don't miss out. Book it with [PowerPoint for Beginners](#) on 17 September and get **an extra 5% discount**.

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***Find out more about these and our full programme,
at www.kenttrainers.co.uk, or call our office on 01892 836110***

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