

April 2009: The Kent 2020 Edition

How to get the most from an Exhibition and Conference?

The annual Kent 2020 Exhibition is on Thursday 2 April and we think it's the best of the year in Kent. We'd love to see you there: stop by and say hello.

To help you get the best from your day, this newsletter focuses on some tips from our directors on how to make your visit to an exhibition like this really worthwhile.

Kent Trainers will be on stand C1 at the Kent 2020 Exhibition

Why not come and visit us? We will be launching our new e-Book of management tips and advice - sign up for your free copy on our stand or email us from 15 April.

If you want a meeting with one of our Directors to review existing training or discuss your future needs, just call our office (01892 836110) on 1 April and we'll agree a time to sit down with you over a coffee to learn more about your business.

Tip 1: Use your time effectively

Exhibitions and conferences can be physically exhausting and time consuming. Your reason for going may be pleasure but for most of us, it is business.

So make sure you plan to capitalise on business opportunities.

1. Research who will be there. Are there any clients, suppliers or prospects? If there are, check where they will be and go prepared.
2. If you can do so, arrange to meet them at the exhibition. You'll both be there and both be in need of a cuppa from time to time.
3. Tour the exhibition hall systematically. Talk to people on stands that interest you - regardless of whether you sense a business opportunity. Let random connections create unexpected opportunities from time to time.

4. Allow time to stop and have a break. You'll need it and it will give you the time for an unexpected conversation.
5. Don't forget a big stack of business cards - not just for the fishbowl competitions: for doing business too.

Learn more about [Time Management](#) on 21 April.

Tip 2: Practice the art of influence

A simple way to be more influential is to be seen as an expert. To speak with real authority, find something specific you can really specialise in. Ironically, the narrower your specialism, the more you will be seen as an expert. Try it:

- I specialise in management
- I specialise in managing projects
- I specialise in managing time critical projects
- I specialise in managing time critical projects for SMEs
- I specialise in managing time critical projects for high tech SMEs

And while we are on the subject of authority; remember to dress the part. Rightly or wrongly, we judge each other by the clothes we wear. Dress to impress - let your clothes reinforce your authority; not undermine it.

Learn more about [Influencing and Persuading](#) on 7 April.

Tip 3: Always Negotiate

The people on stands would love to go away from the exhibition with a win. It will make their day doubly worthwhile. So exhibitions are a great place to get a bargain.

Learn more about [Negotiating Skills](#) on 30 April.

Are you eligible for a Train to Gain Leadership Grant of £1,500?

If you have not already accessed one of these grants (or the leader who used it has left) and your business has between 5 and 249 employees, you could be eligible.

Here's an example of what you could get:

[Company Director - Understand the Role](#)
9 April

[Finance for Directors and Senior Managers](#)
28 April

[Basic Psychology for Business](#)
19-20 May

[The Leadership Programme](#)
22 May and 23 June

We'll give you six days at our Gold member rate of £260 per day. If you access the grant, **you'll pay just £60 for the package: £10 a day.**

Call us for the details of your local Train to Gain broker and to arrange your own bespoke six-day leader's programme. Or discuss your programme on stand **C1** at the Kent 2020 Exhibition on Thursday.

The Tax Year-end Looms

Do you know what this means about your responsibilities as a company director?

In fact, how well informed are you on your businesses finances?

In difficult times, year-end planning can take longer as your forecasting (particularly for cash flow) will be harder and more critical than ever. You need to look at worst-case scenarios, anticipate more and trickier questions from shareholders, and ensure that there are no surprises in store.

Work with your finance director or financial controller, and your advisors to put together a schedule that allows you plenty of time to probe the details and consider any strategic issues they throw up.

Learn more at [Finance for Directors and Senior Managers](#), on 28 April, or [Company Director - Understand the Role](#), on 9 April.

Treat the telephone like an intimate fireside

You wouldn't open your letters or write your emails while talking to a customer face to face. So why would you do it when you are one the phone?

Instead, give them your undivided attention and listen as if the next thing they say may contain a subtle clue to the location of a buried fortune. Because it may!

Let them talk as much as they want. And when they stop, wait a moment and give them a chance to say more. The more they talk:

- The more you will learn
- The more impact you will have
- The more they will like you

Hang on; did you say: "*the more they will like you*"? Yes. The more I speak about what interests me, the more I think your conversation is interesting.

That, by the way, is also the secret to networking: ask people about themselves, and then listen to them.

Encourage people to speak by asking open questions; questions like:

"Tell me about ..."

"What would you say ..."

"How would you assess ..."

Contrast these with closed questions that elicit short or even one-word answers, like:

"Do you think ..."

"Are you going to ..."

Learn more about [Telephone Sales Techniques](#) on 22 April.

Three more great courses in April

[Supervisory Management](#) 7 April

[Team Leadership](#) 21 April

[Effective and Confident Administrator](#)
28 April