

# WorkOut

The  
Training  
Workshop 

*TWO THOUSAND AND  
FORTY FOUR WORDS*

**FREE!**

*WITH THIS ISSUE! – ALSO INCLUDES  
SIX FULL-COLOUR PICTURES!!*

## Hello again!

Welcome to the latest edition of WorkOut. I trust we find you all fit, well and on top of your game.

In this issue we focus on the art of selling, with a view to ensuring that all our customers are in the best position to take advantage of the anticipated upturn in the economy.

For many of you, the past few months will have been a time of tightening belts, with unnecessary expenditure reduced to a minimum, and possibly the training budget on the back burner. However, as the market indicators are now beginning to point the right way, new opportunities will appear. So, it's time to ask the question: are you and your team ready, and in tip-top shape?

To use a football analogy: your sales people are the forwards, and given the right degree of skill and ability they will score goals (sales) for you. The midfield, represented by your customer service people, must continuously be moving your customers towards these forwards, so that they can up sell or cross sell and achieve further sales. Your retention people provide the defence, working hard to ensure continued possession of your customers, and also moving them forward for future sales opportunities. All components of the team have to be on top of their game and working together; that's how they get to maximise the number of goal-scoring attempts – and achieve sales!

The Training Workshop loves to work with organisations wanting to maximise the goal-scoring capability of their teams. Call and talk to us if this is you.

And until next time, remember, as the great Ron Atkinson said: "...it's all about the two M's; Movement and Positioning..."

**Steve**  
The Training Workshop



## Selling is easy

**Yes, it really is. Provided you follow one key principle:**

Don't sell.

Yes, really. Don't sell. People hate being sold stuff.

The most successful salespeople – whether face-to-face or by phone – are often successful because they don't fit the sales-person mould. Instead of talking, they *listen*. Instead of telling, they ask questions. Instead of trying to persuade the other person to buy what they're offering, they take the trouble to find out what the other person needs and wants. They don't waste their own or the other person's time. They take time to get to know and understand the customer. They know that 'People Buy People First'.

If you would like a fresh approach to selling, tell us what you need, and we can design something that's precisely right for your organisation. Or, take a look at our Outstanding Telesales or Negotiation Skills Open Courses at [www.thetrainingworkshop.com/training-courses.cfm](http://www.thetrainingworkshop.com/training-courses.cfm)

We promise not to give you the hard sell, just listen.



## Writing it right with The Share Centre

The Share Centre really knows how to look after its customers. As an execution-only share dealing service its aim is to make investing as simple and straightforward as possible. That's no mean feat in a sector that's brimful of jargon and scary sounding acronyms.

Earlier this year, The Training Workshop was delighted to be a part of this quest for clarity, designing and delivering a series of Workshops to help support the Customer Service team – a programme that wound up going company-wide. Rebecca Winn explains more...

"Having a background in financial services, I knew about The Share Centre and its reputation for making investing simple and transparent," says Rebecca. "It was also clear from my conversations with Karen Hill, the Training Officer, that the company strongly supports the development of its people, in order to pass the benefits on to its customers."

Rebecca met with Karen, and Kay Lilley, the Customer Service Manager, in March 2009. They discussed supporting the Customer Service team on two fronts; with their handling of difficult callers, and with their written communications. "When an organisation's people are performing poorly, it's relatively easy to have an immediate impact," Rebecca comments; "but because the Customer Service team was already operating at such a high standard, I really had my work cut out to make a difference!"



## Think Green!

If you would prefer to receive future editions of this informative, entertaining and life-affirming newsletter by email, please contact [graham@thetrainingworkshop.com](mailto:graham@thetrainingworkshop.com).

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Satisfaction levels are high amongst The Share Centre's customers, but inevitably staff do encounter disgruntled callers from time to time. It is particularly difficult when the caller wants something the staff can't give them – usually because the financial regulations won't allow it.

So The Training Workshop designed a 'Dealing with Difficult Callers' Workshop, to explore the reasons why callers can behave 'badly', some strategies for dealing with them, and ways for the team members themselves to keep on top of their emotions. "Having been a complaint handler for several years, I was able to identify 100% with what the staff sometimes go through!" Rebecca remarks.

The written communications programme comprised two Workshops, called 'Letter Writing for Positive Impact' and 'Writing to Complaining Customers'. Staff could also attend a Review Session, during which they edited their own – and other people's – letters, emails and other pieces of writing. "It's always important for people to have the opportunity to put training session theory into practice," comments Rebecca, "and you just can't always do that fully in a time-constricted Workshop."

Although originally intended for the Customer Service team, all the Workshops went company-wide and were well received across all areas. "Because of the interactive nature of the sessions, we were always able to adapt the delivery to the people who attended," explains Rebecca. "The principles of good business writing are the same for letters, emails, mailshots, newsletters...it's all about focus, clarity and the right word choices".

## "Everyone lives by selling something..."

**No, we didn't say it, R.L Stevenson did.**

Stevenson was probably better known for writing tales of 'derring-do' on the High Seas than for giving business advice to the High Street, but the author of *Kidnapped* and *Treasure Island* really hit on a great truth when he made this comment.

So what do you think he meant? Consider the following...Let's say you go to Harrods in Knightsbridge, London – one of the most famous stores in the world. Harrods prides itself on being able to sell you anything you want. If they don't have it already, they will source it for you. When you approach the store, you are greeted by a jovial character, dressed in a distinctive green uniform and peaked cap. He is the Harrods Doorman, and as you enter he will tip his hat, smile, say 'good morning!' and hold the door open for you.

What do you think he is selling? An experience. An impression. An aspiration. A signal that you, as a potential customer, are welcomed and valued. He is selling Harrods.

Every day, as you interact with your organisation's customers, potential customers, suppliers and other stakeholders, you are selling a little piece of your organisation to them.

And that is true whether you are the doorman, a salesperson, janitor, CEO, designer, shop floor worker, administrator, analyst, Team Leader, trainer, mailing room operative... What will you be selling today?

## Quotes of the month

**"Success is buried in the garden of failure."**

*Rick Wakeman, quoting his tutor at the Royal College of Music*

"88.2 percent of all statistics are made up on the spot."

*Vic Reeves*

**"Keep your words soft and sweet – you may have to eat them."**

*Stephan Grellet, Quaker missionary*

"Choose a job you love and you will never have to work a day in your life!"

*Confucius*

**"The only place where success comes before work is in the dictionary."**

*Arthur Brisbane, editor and journalist*

"I saw the angel in the marble and carved until I set him free."

*Michelangelo Buonarroti*

**"A noble spirit embiggens the smallest man."**

*Springfield town motto (from The Simpsons)*

"A pessimist sees the difficulty in every opportunity. An optimist sees the opportunity in every difficulty."  
Sir Winston Churchill



## Can half as much ever be twice as good?

No, not a lateral thinking question, but a request for your views.

For some years now, The Training Workshop has run a suite of Open Courses, in order that individuals and small groups can access our services too. You can find details of them all at [www.thetrainingworkshop.com/training-courses.cfm](http://www.thetrainingworkshop.com/training-courses.cfm)

We review the range and content regularly, to keep them fresh and relevant, but one thing has remained the same: they are always one or two full days in length.

So, how would you, our customers, feel about The Training Workshop introducing an additional range of half-day Workshops?

What subject areas would you like to see covered?

What would you consider a reasonable cost for a three-hour Workshop?

Where would you like to see them delivered within the UK?

Please email us at [steve@thetrainingworkshop.com](mailto:steve@thetrainingworkshop.com) and let us know what you think. We'll let you know our findings in the next issue of WorkOut.



## Lateral Thinking Solutions from WorkOut 02

Our Lateral Thinking competition in WorkOut 02 really had you reaching for the keyboard. We had heaps of entries, many of which were correct.

However, first out of the hat was **Richard Renouf of Carpetright Plc**, who received a £30 theatre voucher as his prize. Congratulations, Richard!

So, how did you do? Here are the answers:

**Answer 1:** Wrong

**Answer 2:** The letter 'E'

**Answer 3:** They are all boys

**Answer 4:** Mount Everest

**And elsewhere in WorkOut 02, we asked you to consider the following problem... some of you were so frustrated by it, you got in touch to find out the answer! So to put everyone out of their misery, here is the problem again, together with the solution:**

**Q:** "You are trapped in a room with two doors. One leads to certain death and the other leads to freedom. You don't know which is which. There are two robots guarding the doors. They will let you choose one door, but upon doing so you must go through it. You can, however, ask one robot one question. The problem is one robot always tells the truth, the other always lies, and you don't know which is which. What is the question you need to ask?"

**A:** The question to ask either robot is: "If you were to ask the other robot which is the correct door to go through, what door would it say?" Whether you ask Robot 1, who must always lie, or ask Robot 2, who must always tell the truth, they will both direct you to the wrong door. So, you know you must use the other one!

## Competition Time

Knowing how much you all like problem solving, here are some more lateral thinking exercises for you to puzzle over.

**Q1:** A man lies dead in the middle of a wide open expanse of land with only a small package by his side and a lion walking alongside him. How did he die?

**Q2:** A man walks into a hardware shop and asks, "How much will one cost?" The assistant replies "£1, please". "Well how much will twelve be?" the man asks. The assistant replies, "that will be £2". The man then says, "very well, I'll take 125." The assistant charges the correct amount of money, a grand total of £3. What was the man buying?

**Q3:** What book was once upon a time only read by the rich but is now generally available? It can be read in a library but cannot be hired, can be seen in a shop but cannot be bought. What is this book?

**Q4:** A woman has married 8 different men over the last 3 years and not divorced any of them. None of them have died and she has not broken any UK laws. How has she done it?

Email your solutions to [rebecca@thetrainingworkshop.com](mailto:rebecca@thetrainingworkshop.com) and if your answers are right, we will put your name into our Special Hat. **First name pulled out receives a bottle of champagne! Closing date for entries is 30 November 2009.** Good luck!

