

NEWSLETTER

Spring 2019 by Margaret Hartley



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A place for everything and everything in its place!

My Grandmother was always keen on saying this to us when we were children and it is something that I have never really subscribed to until recently when I realised I spent a lot of time searching for things.

There is a saying that most people spend 20 minutes per day looking for something - keys, phone, diary etc etc. I mention this on my Time Management courses as it is very true.

If you extrapolate that out it equates to around 120 hours every year - which is 5 days.

I can think of much better ways to spend 5 days in my year. So I have started to create systems and procedures so that I can find things - and it is working!

This cleaning cart in a Premier Inn where I stayed summed it up - everything in its place and a place for everything. Inspirational!



Change, Who Needs or Wants it?

I have always believed that I embrace change - I get excited about it and am eager to embrace it.

However, when it comes to church services, I suddenly find that I am a bit of a 'dyed in the wool' traditionalist.

I have long been a fairly regular attendee at St Mary's Church in Church Fenton, I enjoy the solace of the church and the ability to be silent for a while and reflect on life in the beautiful surroundings of the old building. (being quiet, as many of you will know is difficult for me!)

Our new curate, Rev Simon Biddlestone introduced several new services and I was surprised to feel that I was rather reluctant to both try them and also resented their being changed. 'What is wrong with the old way?' I could hear myself saying - and realised that I was speaking in a voice that I use on training courses to denote a person who is possibly frightened of change as they lose control.

Family Friendly Communion was the first service I attended after it had been running for several months. This is a service designed to attract whole families, from vintage grandparents through parents and active youngsters. It is shorter than the traditional service, includes colouring pencils and stencils to colour, the affirmation that children are welcome to be themselves and also some freshly baked bread instead of wafers. Top this off with delicious refreshments at the end and it sounded OK, but not what I was used to.

On the Sunday that I attended my first Family Communion, The Rev Simon was talking about the many things in the church that came in 3's

- from engravings on the pulpit to fish on a banner - it was all very interesting, however I missed the routine and procedure of the service and left rather confused and couldn't bring myself to colour anything! Although I LOVED the freshly baked bread and the standing in a circle to receive communion.

The second Family Communion I attended, I made the leap - grabbed a set of colour pencils and got cracking. The talk (no sermon here you note!) was about teaspoons. Yes - teaspoons. The Rev Simon talked about how teaspoons are abbreviated to tsp in cook books and how our prayers should reflect this.

Thanks for all we have

Sorry for the things we know we have done wrong

Please help with

Now I LOVE a mnemonic for remembering (it is every trainer's delight) and I lapped it up - I can even - after 3 months remember this noteworthy aide memoire and use it regularly.



I left the service thinking that this change was good - I can still attend the old Communion style, however this change is refreshing and I am grateful for it.

The next one to tackle is the Contemporary Service - for this one I am a little more reserved, however if the change is going to happen - let's at least try to embrace it.

Thanks Rev Simon for allowing me to share this - and keep up the good work!



Excellent Customer Service - 32 years on

They used to say, when I first started training, and before the Internet arrived, that if something bad happened to you, you told 12 people - if something good happened to you, you told 3!

With the advent of Social Media, this has now changed - we tell the world (it goes viral) when something happens to us - good or bad, however the old adage of 'bad news travels fast' still seems to be applicable.

Recently, we as a family, attended a joint birthday party of our niece who was 30 and her Grandmother who was 90. They are our in-laws, and it is a large and loving family who we love spending time with.

It was held at Springfield Hall in Sandiacre, near Derby.

As we drove down to the venue, my mind turned back to 32 years ago when I was going to train a company in Derby (probably BRS for those who remember them) and I was booking an hotel room.



Holiday Inn

Now in those days, you had to telephone and speak to someone to make a reservation so I was having a chat with the reservations clerk and mentioned I would be arriving late and I would probably be tired as I was 5 months pregnant with my first child.

Showing concern, the reservations clerk asked if I would have eaten when I arrived. I stated probably not, and she offered to have a light supper left in the room for me to enjoy as the restaurant might be shut.

Wow! I thought - this is so thoughtful and great customer service.

She asked what I would like - would a sandwich be good? I said I was conscious of my weight and so she suggested a cheese salad.

When I arrived - there it was, on a plate, it had been taken up to my room when I checked in so that it was fresh and there was a glass of freshly squeezed orange juice.

The Hotel was the Holiday Inn and it is still there, so when we drove past it on the way to the party I was able to say a silent 'thank you' to that reservations clerk from all those years ago - I bet she doesn't remember doing that!

Going the Extra Mile - nobody does it better than Phonecoach

I have used Phonecoach training equipment for well over 20 years - their dummy telephones are excellent for coaching people in how to use a telephone better - letting them hear the sound of their own voice - realising that tone of voice is massively important.

The kit is cumbersome, it's in a huge, but very durable brief case, and uses audio tapes - remember those? Trainees nowadays often ask 'What's that? And 'What's rewind mean?' after the recording has been made. However, it is reliable and has been used hundreds of times over the years.

PhoneCoach™

Telephone Coaching Equipment - Live Call Recording - Training Materials

So when Phonecoach brought out Live Telephone Recording via the Internet it was fabulous and I embraced it quickly. By putting a code in before dialling and then a PIN number for security, calls made could be recorded - and with access to the Internet could be played back during the course - and I only needed to take my laptop with me.

I used this system training a company in Pontefract just before Christmas and to make the calls really authentic we used some of the sales people to make the calls and put some real life technical calls to the trainees. Brilliant!

Until I tried to access the calls on the Internet

and it would not engage with the website due to my browser being incorrect.

Now the solution should be easy - use another browser - however I am not confident on IT and I became flustered - put a call into Phonecoach in panic and the ever cool Mandy Rafferty who owns Phonecoach said:

'Don't worry Margaret - I will access the site and email the calls over to you this morning. How many have you made and how soon do you want them?'

She was going out to a meeting, however delayed her departure until all my calls had been downloaded and emailed to me so that I could continue training.

Thank you Mandy - great customer service as always - long may it last - you saved the day for me!

Should you need this service - or the training kit, Phonecoach can be found on www.phonecoach.com or call Mandy on 01323 765111



Pick up the phone - you know it makes sense!

Email seems to be how I get my most work. Companies email Benchmark asking about courses and I send all the information by email and 9 times out of 10 the booking is made.

Just before Christmas I got an enquiry in to train a couple of lads in Pontefract (reference the Phonecoach excellent customer service) in Professional Telephone Techniques.

It's a technical product they advise on so it was straightforward pick up the phone - sound professional - ask the right questions - give the correct information - summarise and put the phone down.

I sent the information back by email - including my video from YouTube - Professional Telephone Techniques <https://youtu.be/A82rwuBToFE> - and back came the booking.

I drove into Pontefract on the day of the training and walked into reception - the guy who came down the stairs looked at me in a funny way and said

'So Margaret, has your training changed in 20 years?'

I looked puzzled and he then said

'You trained me when I was 17, over 20 years ago when I worked at Goulds Pumps. I still use a lot of the techniques you taught me so now you get the chance to train my staff'

Now here is a lesson (and every day is a school day!) I should have picked up the phone when the enquiry came in - I should have chatted through what he wanted (demonstrating my amazing telephone technique) - I should have learned then that he was a trainee from years ago!

Lesson learned.

Every enquiry now is called and then emailed - it'll save my embarrassment later!

During sales training I often ask trainees to tell me about their brilliant buy.

It doesn't have to be recent, it doesn't have to be a massive cost - however it can't be a house, a car or clothing (they are bought for very different reasons)

My Brilliant Buy

I get them to answer the following 6 questions:

What item did you buy?

What make is the item?

Why did you buy that make?

Where did you buy the item from?

Why did you buy it from there?

What does the item give you that you didn't have before?

These 6 questions uncover that, I believe, people buy for 3 main reasons:

Preference - brand, locality, design, popularity, uniqueness

Saving - time or money

Convenience - it is easy

One trainee described her spray mop (preference for a mop rather than hands and knees with scrubbing brush) - bought from Home Bargains for £6 (convenience and saving it was £20 on Amazon) - no particular make - it was in the store when she was shopping (convenience) - clean floors without having to bend down and knacker my back plus more cupboard space as she had thrown out her mop and bucket!

Sold! To the lady from Benchmark - I rushed out and bought one the very next week! The benefits of no knackered back and more cupboard space was SO appealing and guess what - my floors have never been so clean!



Mar 19 - May 19

Open Courses

Delivering Excellent Customer Service

£200+vat per trainee

Keeping the customer informed, keeping promises & making them feel important - good communication is key.

26th March, 2019 • 4th June, 2019

Leading Effective Teams

£200+vat per trainee

Get to know about leadership, motivation, handling difficult team members, delegation & more.

23rd April, 2019 • 8th May, 2019

Train the Trainer (2 day course)

£400+vat per trainee

How to write, deliver and present a training session to suit all learning styles.

29th & 30th May, 2019

Cold Calling Made Simple

£200+vat per trainee

Getting that first impression right with powerful words and persuasive techniques.

16th April, 2019 • 19th June, 2019

Negotiation Skills

£200+vat per trainee

We will share the 9 rules of negotiation from getting the 'others shopping list' to leverage and trading concessions.

12th June, 2019

Time Management

£200+vat per trainee

We all have 24 hours in the day - learn to maximise them. Prioritise, schedule, delegate, avoid procrastination and do it!

9th April, 2019 (Gelderd Rd, Leeds) • 11th June, 2019

Debt Collection by Telephone

£200+vat per trainee

A sale isn't a sale until it's paid for. How to ask for money persuasively, politely and positively.

26th June, 2019

Presentation Skills

£200+vat per trainee

Learn how to control the nerves, write and present a session visual aids effectively and powerfully.

1st May, 2019

Personal Sales Skills

£200+vat per trainee

That all important meeting - making a great first impression, listening & looking for clues, selling benefits, working out recovery lines and closing.

5th June, 2019

Handling Difficult People & Situations

£200+vat per trainee

Not everyone sees the world as you do, or reacts to situations like you do. Learn to prevent, adapt and handle difficult people & situations.

3rd April, 2019

Negotiation Skills

£200+vat per trainee

Once you both know you want to sell and they want to buy - sharpen your negotiation skills with the 10 rules of negotiation.

2nd May, 2019

All courses are held at: Dintingdales Conference Centre, c/o Scarthingwell Golf Centre LS24 9PF (junction off the A1 and M62)

Course times: 0930 - 1630

The trainee rate includes:

- Personal invitation to attend
- All course notes
- Personal Action Plan
- Certificate of completion
- Morning & afternoon refreshments and lunch
- 4 follow on emails to refresh the new skills learned

All the above courses can be run in-house for your company or organization.

Highly personalized and designed to match your desired training outcomes, matching your culture and your ethos.

Benchmark Terms and Conditions for Open courses

The training fee must be paid at the time of booking. No refunds will be given for cancellation or transfer to another course if notice is received less than 14 days before the course, or for non attendance.

In all cases a substitute can attend in the place of the delegate originally booked, without penalty.

Benchmark reserves the right to cancel or change location of the course due to insufficient interest.

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