



# TLC August News

## Building Customer Relationships

Knowing the customer's name, what their favourite holiday location is, keeping in touch with their personal study program and the latest initiative at their workplace. All these little snippets of information mean you are interested in your customer and their business.

TLC offers a workshop which explores this strategy. The various ways you can get to know the customer and build a relationship with them to partner in their business.

Have you ever considered how much a customer is worth to you?

Consider how much that customer spends or bills with your business each encounter. For example, in a printing business, a customer may bill \$400 of printing in a month. If this is done 3 times a year, that customer's account reads \$1200 pa. Lets think a little further ahead, if that customer has been a regular and has been with you for the last 3 years, and you believe that their business is growing and will be around for another 10 years, that customer is really worth \$12,000. Is that not worthy building a business relationship?

Call Catherine on ph: 08 82270310 and ask about the workshop, it can be conducted in a day, or perhaps as some clients prefer, 3 x 2 hour sessions over a 6 week time slot.



Image from: sau.edu



Image from: aida.co.za

## Recognising Your Current Competencies (RCC)

Do you work with customers or clients? Does your job require you to train new employees or check on their skills on the job?

At TLC we are set up to look at your current job role and responsibilities and map out a Recognition of Current Competencies document which may meet all the units for one of the Certificate or Diploma courses offered.

We break down the tasks you perform or have performed on the job and

work towards a set template to map out your abilities to a qualification.

The process is very beneficial for anyone who would like to have recognition of their career progression but may not have the time to go to a course and fulfill all the requirements.

We can RCC in Retail, Training and Assessment and Frontline Management.

**Call Catherine Logue for further inquiries or an appointment 8227 0310**

### 2010 Programs

- **Certificate IV in Training and Assessment**
- **Diploma of TAA**  
2 Mondays a month
- **Certificate IV in Frontline Management**  
1 Friday a month
- **Diploma of Management**  
1 Wednesday a month

Full timetable on website  
[www.trainingforlearning.com](http://www.trainingforlearning.com)

**A "Can do" attitude is contagious – is yours?"**



**Our website is undergoing a transformation to update all of our new training programs and resources. Our reception are happy to answer any queries you may have at reception @trainingforlearning.com or on 8227 0310.**



## Time Management Principles

We are always looking for more time to plan and develop at work, and also some valuable time out to relax.

One principle which I read and applied several years ago has always worked for me.

It is known as the RAFT concept:  
**R**ead each document just once  
**A**ction that document  
**F**ile the document  
**O**r  
**T**hrow it out ... if it is not useful

Time taken for planning is essential for business, if you have time to leave the office for a coffee you have time to plan your day, week or month.

Just making time in that diary to spend time on those important matters and developing all those ideas into an action list will eventually save you time.

Learn to use the software applications that are available to you. If you have outlook, use it to suit your needs. If you use a pocket diary, always have it with you. The most important thing is that your system has to work for you.

TLC runs Time Management workshops for business professionals and trainers. Often just attending a workshop gets the mind ticking over and helps put the actions plans in place.

## Event Management

As the end of the year draws closer the number of staff functions increase.

Planning and management are the main keys to a successful event. In my career as an Event Planner I have seen many successes as well as plenty of disasters such as companies forgetting to inform security that there will be an after hours event and all security alarms going off during the event to insufficient meals for the amount of guests at the event.

Our corporate program for small to medium sized events covers all the basics for a successful, well planned and managed event at your work or for your staff.

Contact Sue at [reception@trainingforlearning.com](mailto:reception@trainingforlearning.com) or 227 0310 for further enquiries or to book your spot.



### Good Event Management Attributes:

- Time Management
- Communication
- Flexibility
- Understanding
- Problem Solving
- Organisation
- Creativity

## Kay's Employment Tips

### Preparing yourself for a resume:

- *Collect all your certificates from school, work and hobbies*
- *Work back from your current job to your very first job held and include dates or years worked*
- *Break down each job and the tasks you performed within that role*
- *Think about your goals for employment*

**Remember @ TLC we develop & customise Resumes Applications for our clients  
Call Kay 8227 0310**

## Communicating in Multigenerational Workplaces

How many different generations work in your office or business?

So what is a generation? It is usually described as a pocket of time during which we develop, grow and learn to form the people we are now. Hence, people born and living in the same time will have similar behaviours, which are influenced by the environment, culture, economy, technology and social parameters. These remain consistent over a period of time which we have commonly referred to as a generation.

Let's consider the 'baby boomer' generation, now approaching the late fifties and sixties, who grew up in an environment very different than today's technologically enabled workplace. The tools and equipment that the 'Generation Y' team members take for granted, because they have always known mobile phone communication and the access to computers, looks very different through the eyes of a 55 year old Office Manager.

The workshop provides a discussion time on the characteristics of each generation, followed by discussion and feedback on the generational influences that affect the communication channels used by the generations.

If you are interested in exploring the various ways communication can be enhanced in your workplace, give Catherine a call on **08 82270310**.



Graphics from: [lifeworkz.org](http://lifeworkz.org)

Graphics from: [expresspros.com](http://expresspros.com)



### Training Resources available at TLC

Email your order & we will post to you the same day.

Activity Manuals	A\$39.95
Mr Sketch Markers	A\$24.95

**We are happy to tailor our programs to suit your business and will work towards creating specific training to improve your staff skills and capabilities.**

**If you have any specific training requirements please give Catherine or Sue a call and make a time for us to visit you.**

**Please email us with any ideas you have for us, anything you would like us to include in our newsletter or some positive feedback you have for us on our courses and/or trainers at [reception@trainingforlearning.com](mailto:reception@trainingforlearning.com).**