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# kenttrainers

## The Jumping Boy's Top Tips for February

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Courses coming up at Chilston Park, Lenham.

- [Sales - Effective Sales Techniques](#) - 9<sup>th</sup> February
- [Customer Service, become a Customer Service Star](#) - 9<sup>th</sup> February
- [Administrator and Office Management Skills](#) - 13<sup>th</sup> February
- [Train the Trainer](#) (2 days) - 15<sup>th</sup> & 16<sup>th</sup> February
- [Report Writing](#) - 21<sup>st</sup> February
- [Internal Auditing for Management Systems](#) - 22<sup>nd</sup> February
- [Coaching and Mentoring](#) - 23<sup>rd</sup> February
- [Key Account Management](#) - 2<sup>nd</sup> March

## One Secret of Effective Sales

What makes people buy from you, rather than someone else? There are lots of answers to this but here is one we think gets too little attention. **Confidence.**

How confident are you in yourself, your products and services, and your company?

Potential customers will very quickly pick up on your confidence level and assume rightly or wrongly that it reflects your quality, the quality of your products and services and the quality of your company.

It pays to invest time in preparing yourself to give off an air of confidence. Watch how some people walk into a room. Some just ooze confidence and assurance whilst others look as if they would rather be anywhere else. Who would you buy from?

Notice what the confident people do to give that air of confidence and copy it. They:

- stand with an upright, open stance
- walk with purpose towards the person they want to speak with
- look you in the eye, not at your shoes!
- dress smartly and appropriately for the situation
- smile
- engage you in conversation and LISTEN

Could you do any of these? Of course you can. So do them all.

**Learn More:** [Sales - Effective Sales Techniques](#) - 9<sup>th</sup> February and [Customer Service, become a Customer Service Star](#) - 9<sup>th</sup> February

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