

Welcome to GSS Training Limited Bi-Monthly Newsletter / Ezine.

Hi, my name is Kerry Jones, I am the Managing Director of GSS Training Limited and I am delighted to welcome you to the first GSS Training Limited Monthly Newsletter.

As a past client of GSS you know that we pride ourselves on delivering to a high standard. We always aim to meet the needs of our clients, and we see this newsletter as an addition to that service

Inside this issue I have included some articles that you may find interesting, perhaps thought provoking or even just entertaining. I shall leave it for you to decide. I have already tested the newsletter out on a couple of my clients, and the feedback from them was that they found it both enjoyable and useful. So check it out and see what you think. All your comments are gratefully received, and you can even email me directly on kjones@gsstraining.co.uk Once again I would like to thank you for your previous custom, and we, the team, look forward to the next time we can assist you.

Warmest regards,

Kerry

p.s. Don't forget to check out the offer of the month where we are giving you a FREE downloadable e-course

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Behavioural Safety and A Way to Influence Behaviour

According to the white paper on Behavioural Safety Approaches by Professor Dominic Cooper BSMS Inc (August 2007) (which incidentally is FREE to DOWNLOAD at <http://www.behavioural-safety.com/>), Professor Dominic says that regardless of approach, there are important structural process elements that can affect the success of a behavioural safety implementation. The IDEAL components in a process to produce positive changes in safety behaviour and reductions in incident rates in a cost-effective manner are:

1. Identify unsafe behaviours
2. Develop appropriate observation checklists
3. Educate everyone and train observers
4. Assess ongoing safety behaviour
5. Limitless feedback

The report states that the effectiveness of the approach is often dictated by the purpose of implementation. It cites variations in observation frequency and mechanisms of feedback, priorities, support structures and roles of key personnel. It's a good report and well worth a read.

BUT what really interested me was the variety of results from the feedback mechanisms alone.

No of Studies	Feedback Mechanism	Avg % incident Change	Avg % Behavioural Change
1 *	Visual Posted Graphs (VPG) & Verbal	72	23
5	VPG, Verbal, Written & Weekly Briefing	61	44
1 *	VPG, Verbal & Written	56	14
12	VPG Only	41	22
4	Verbal Only	35	14

* Single study should be used as indicator only

The overall message therefore, was that *“Behavioural Safety Processes should use as many feedback mechanisms as possible to reduce injuries and benefit from potential cost savings”*.

Well, we at GSS Training would endorse that message but from a completely different angle. As Neuro Linguistic Programming (NLP) Practitioners we know that, as humans we get bombarded with information all the time through our 5 senses, Visual, Auditory, Kinaesthetic (emotions), Taste and Smell (VAK). The conscious mind can only deal with 7+/- 2 pieces of information per second and as a way of dealing with the overload of information, the mind will selectively filter the information it receives using the senses. In everyday life you will naturally access all of your VAK senses, however, in any one context one sense may dominate another.

*Some people see sights and pictures; they get a clear picture of the **Visual dimension***

Visual people and some typical Visual behaviour:

- Say things like “I see”, “that looks good to me” and “I get the picture”
- Speak quickly.
- Are good long-range planners and organisers.
- Are observant and notice details.
- Remember faces (but maybe not names).
- Usually are not distracted by noise.
- Might forget verbal instructions unless they’re written down.
- Need an overall view and purpose and are cautious until mentally clear about an issue or project.
- Doodle during phone conversations and meetings.
- Often forget to relay verbal messages to others.
- Find spoken instructions difficult.
- Often know what to say but can’t think of the right words.

*Other people may hear the sounds, tuned into the **auditory dimension***

Auditory people and some typical Auditory behaviour:

- Say things like “I hear what you’re saying”, “that rings a bell” or “that sounds right to me”.
- Learn by listening, and remember what was discussed rather than seen.
- Speak in rhythmic patterns.
- Talk to themselves while occupied.
- Are easily distracted by noise.
- Are frequently eloquent speakers.
- Are talkative, love discussions, and go into lengthy descriptions.
- Have problems with projects that involve visualisation, such as cutting pieces that fit together.

*There is another group of people that grasp the emotional aspects and will feel **kinaesthetic dimension of body awareness** (for this example taste and smell are put into this group) Kinaesthetic people and some typical kinaesthetic behaviour:*

- Say things like “I don’t follow ” or “back up - I’m lost”, “I have a gut-feeling”.
- Learn by manipulating and doing.
- Speak slowly.
- Use action words.
- Touch people to get their attention.
- Stand close when talking to.
- Want to act things out.
- Wave their hands when talking, i.e. use gestures a lot.
- Willing to try new things.

So what does this have to do with using as many feedback mechanisms as possible? Well in order to **reach all individuals**, you need to **feedback in all systems**,

- Visual people will need to see reports and written briefs.
- Auditory people will need to hear verbal feedback or briefings and
- Kineasthetic people will need to act it out.

To find out which of the senses you prefer why not take our test.

The Three Golden Areas for Business Growth

So what are the 3 golden areas for business growth, I learnt this lesson a long time ago from my friend Peter Thompson and like me whilst they were areas you will have talked about before, areas you already know, it maybe you haven't looked at them in quite the same way before.

The three critical areas to business growth are:

1. Increase the number of customers who use our business.
2. Increase the average order value.
3. Increase the average order frequency of purchase.

As you can see these are 3 very simple areas and yet by looking at them in the right way, you can identify the strategy that you need to follow to build turnover and more importantly profits.

So let's put these areas into practice, Now because I am a simple girl who likes to deal in simple numbers ☺, lets say we have 100 customers with an average order value of £100 and they usually order from us twice (year, month, week it doesn't matter for this illustration). That would mean the turnover for our business would be $100 \times 100 \times 2 = 20,000$.

No of Customers	Average Order	Average Order Frequency	Turnover/ Value
100	100	2	20,000

The majority of companies spend most of their energy / marketing and sales into bringing in new customers - and to keep life into a company, of course, there has to be a continuous stream of new customers. **But where should we concentrate our efforts?**

Let's say that in our business through our sales and marketing effort we were able to bring in 10% new customers, what would that do our business?

No of Customers	Average Order	Average Order Frequency	Turnover/ Value
100	100	2	20,000
110 (10% increase)	100	2	22,000

Excellent - we increased one factor by 10% and our turnover would have increased by 10%

But if we were able to increase all parts of the equation by that 10%, so that's an increase in Customers of 10%, and increase of 10% in the average order value and an increase of 10% in average order frequency then:

No of Customers	Average Order	Average Order Frequency	Turnover/ Value
100	100	2	20,000
110 (10% increase)	100	2	22,000
110	110	2.2	26,620

As you can see this has increased the turnover from £20,000 to £26,620 a massive increase of 33.1%

Now in some businesses it is not always possible to increase in all three areas, but greater turnover can still be achieved by increasing just two areas.

So what are the implications for profit?

I think you may agree that if we increase our turnover by 10% across all factors that our fixed overheads (premises, maybe even staff) would probably remain the same, but our variable overheads (hard cost of extra products) would rise.

Well if turnover has risen to 26,620 and even if we increase our variable overheads by 22.2%, **our profit would still have increased by a whopping 231%**.

Turnover	20,000	26,620
Fixed Overheads	9,000	9,000
Variable Overheads	9,000	11,000
Profit	2,000	6620
Profit Increase %		231%

Now I know that these are only simple examples, but once you get your head around spending your sales and marketing efforts across the three areas instead of just concentrating on increasing new customers. I think you can see the benefits.

Did you know that we at GSS Training run workshops that could help you optimise your business, why not let me come and chat to you for 10 minutes to see if there any way we could help - just 10 minutes and no obligation.

Sales Promotion and taking the right Approach

Sales promotion is exactly what it says: a way to promote an increase in sales - to encourage people to buy from you.

It is not meant to be a way to build corporate prestige or to create awareness or simply let people know what you are doing. (Unless, of course, that's all you want to do)

It may be something to do with our British culture, but most people feel inhibited promoting themselves enthusiastically, we much prefer to explain our products or services modestly, invite customers to consider what we offer and then hopefully persuade them to buy. This attitude can permeate every aspect of the business, the way we communicate with customers, the way we advertise and sell, even the way we behave on exhibition stands.

This attitude will not bring success. **There is no substitute for enthusiasm in your promotions. Lets face it, if you're not enthusiastic about your products or service then how can you expect your customers to be enthusiastic.** Let me give you a few examples.

Jay Abraham a marketing Guru ran this ad headline:

What if Everything you ever Learned About Growing Your Business Was Wrong?

A Californian Marketing Genius Wants to Show You How to Double Your Profits and Redouble Them Again. He's Worked Miracles 12,257 Times Before.... Now Let Him Work His Magic For You

That headline was used by Jay to fill his intro seminars for his business coaching courses, he used this exact headline (in conjunction with the rest of the advert (copy enclosed for info)) to create over 10 million dollars in sales.

Here's a great headline that ran successfully in Farm Magazines:

"A Little Mistake That Cost A Farmer £3,000 A Year"

This headline follows the principle that **humans are motivated to do more to avoid pain than they will to gain pleasure**. What Farmer would not be thinking "What was the mistake?", "Am I making it", "Will it cost me £3000 or maybe more"

With the advent of the internet, many people now combine a mix of sales messages, such as audio as soon as you click on the site, video testimonials and quite edgy copy that achieve significant sales.

My friend Mark Anastasi who has **made over 2.5 million from selling his ebooks** has a brilliant sales letter on his website that combines these approaches. Have a look at **www.ebookprofitsystem.co.uk** to see what I mean.

OFFER of the Month:

GSS Training have a series of e-courses to buy and download on the website. As you know we deliver very high quality face-to-face training, but we have had numerous requests for e-courses, so we thought that we test the concept out on you all.

On the whole the e-courses consist of 6 modules for you to work through yourself at home / work. The e-courses we have available are:

- Effective Communications.
- Unstoppable Confidence.
- Get Motivated.
- How to Get What You Want In Your Life.
- How To Manage Your Lost Career.
- Thinking Of Becoming A Life Coach.

Each e-course is available to download on our website **www.gsstraining.co.uk** for the grand price of £49.97 each - however, as a past client of GSS we are giving you the option of taking *ONE FOR FREE*, please email **enquiries@gsstraining** with the name of the course *of your choice* and we will email it back to you.

Take our Test to find which of the senses you prefer ?

For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences in reverse order:

- 4 = Closest to describing you 3 = Next best description
 2 = Next best 1 = Least descriptive of you

1. I make important decisions based on: a. Gut level feelings b. Which way sounds the best c. What looks best to me d. Precise review and study of the issues		Rate 1 - 4
	A	
	B	
	C	
	D	
2. When you have done well which do you prefer: a. To be given a pat on the back b. To hear the praise said to you c. To receive a written note d. To logicalise the job was well done		Rate 1 - 4
	A	
	B	
	C	
	D	
3. I most easily show what is going on with me by: a. The Feelings I share b. The Tone of my voice c. The way I dress and look d. The words I choose		Rate 1 - 4
	A	
	B	
	C	
	D	
4. What phrase best describes you: a. Talk slowly with lots of hand movements b. Enjoy listening to others but are keen to talk c. Talk Quickly and don't always listen to Others d. Like to present a well reasoned argument		Rate 1 - 4
	A	
	B	
	C	
	D	
5. During an argument I most likely to be influenced by: a. Whether I grasp the other persons argument b. The other persons tone of voice c. Whether I can see what they mean d. The reasoning behind the argument		Rate 1 - 4
	A	
	B	
	C	
	D	
6. When you have many things to do, do you tend to: a. Feel uncomfortable until all or most things are done b. Keep reminding yourself that you have things to do c. Make lists for yourself or imagine doing them d. Consider what needs to be done by priority		Rate 1 - 4
	A	
	B	
	C	
	D	

Then:

- Copy your answers to the table below. Whatever number you put in Q1 A, goes in column A against Q1.
- Add the numbers associated with each letter, there will be 6 entries for each letter

Question number	A = Kinesthaetic	B = Auditory	C = Visual	D = Auditory Digital
1				
2				
3				
4				
5				
6				
Totals				

The totalled scores along the bottom show you what your main preference is for the senses.

If your scores are fairly even that means that you will have a good ability to communicate across the senses.

For an explanation of what each of your preferred sense means, log onto www.gsstraining.co.uk

Well that's about all for this edition. Thanks for reading, I hope you found it interesting. Don't forget to subscribe to our emailed Bi-monthly newsletter by filling in the form at the bottom, or by going to our website www.gsstraining.co.uk and entering your details on the subscribe form on the front page.

Warmest regards

Kerry

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Please email me the **FREE e-course** called

If you are interested in receiving information on our **NLP taster sessions** please tick here

If your circumstances have changed and you do not wish to receive further information please indicate and fax back not forgetting to insert your name and company name

Data Protection Act: As you may be aware the Data Protection Act 1998 requires us to ensure that any personal information the company holds about an individual is accurate and up to date. We would therefore appreciate that if your details are different to the address on the envelope that you contact us on 0161 926 9510 or fax back any changes on 0161 929 9634. If we do not hear from you then we will assume that your details are correct and we have your permission to continue to hold it.



• *for all your training needs* •

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