

HOW TO...GUIDES

How to...Benefit from 'training'

"Success in business requires training and discipline and hard work. If you're not frightened by these things, the opportunities are just as great today as they ever were". David Rockefeller, patriarch of the Rockefeller family

The importance of training

Training is linked to more quality, productivity and growth for your business, and greater satisfaction and confidence for you and your staff. The returns of good training far outweigh any short-term drawbacks.

Your training

- **Develop specialist skills** – what do you need to learn: IT and web skills, finance, marketing, staff management, supply management
- **Learn how to lead and motivate** – how do you get people to deliver their best and be as productive as possible?
- **Communicate** – how good are you verbally, in writing or in front of an audience? From basic literacy to advance presentation, there are hundreds of ways to train to be a more effective communicator
- **Comply with the law** – learning how to deal efficiently with regulations and red tape all helps to being able to cope with the stresses and strains of running a business.
- **Grow** – the main limiter on a small business' growth is the business owner themselves. Lack of knowledge, skills or management ability hold you back, and lack of business acumen or poor financial control means many SMEs are not nearly as profitable as they should be.
- **Take control** – Many SMEs report they are reactive rather than proactive, and don't feel they are behind the rudder of their business.
- **Win more customers** – whether you need sales training, international customer training or advertising and marketing training, winning more and better customers goes to the heart of what every business owner wants to do.

- **Become more efficient** – you can't train to make more hours in the day, but you can train to make more of them.
- **Innovate** – bringing something unique to your business offering sets you apart from the rest. Learning and expanding your industry knowledge helps you to develop new ideas, products and services that give your business that competitive edge.
- **Enjoy running your business** – gaining confidence gives you a huge boost. Learn skills, take control, become more productive, see the results and get back to really enjoying running your business.
- **Get out there and do something different** – running a business can be a 7-day a week job. But all work and no play makes SME owners boring! Take time out to do something different, meet new people and gain a new perspective.
- **Invest in product training (for you and your staff)** – product training is all about understanding what businesses and services – tourism products – there are in the region for customers to enjoy.

Research shows that, once visitors are in a region and destination, if they are given friendly, knowledgeable recommendations about where to go, what to see and where to stay and eat, they are much more likely to spend more, stay longer, return for repeat visits, and recommend the region to their family and friends.

It focuses on building knowledge of the accommodation, attractions, activity providers, shops, restaurants, events and guides that are in the region, so that suitable recommendations can be made to customers to help them enjoy their stay and get a sense of how much more the region has to offer.

It helps you and your staff able to deliver really good customer service, and your enthusiasm for the region will encourage visitors to want to stay and explore for themselves. Get out and visit places for yourself, visit your local Tourist Information Centre, and ask customers themselves for feedback and recommendations.

Your staff

Training your staff is just as vital – to your business and to their lives. Here are 10 reasons why you should train your staff:

1. **Development** – no-one wants to spend their lives standing still, stuck in the same place. Everyone gets a boost from learning something new, improving, growing and knowing that they are making something of themselves.
2. **Better prospects** – many leisure and hospitality staff have few skills and fewer prospects – training is the only way to open up a brighter future.

3. **Confidence** – staff who know they are doing a good job are more confident and happier.
4. **Productivity** – well-trained, confident staff get through more work, better.
5. **Customer satisfaction** – well trained, confident, and productive staff will give far better customer satisfaction – and the positive atmosphere communicates itself to customers.
6. **More profit** – higher customer satisfaction can justify higher prices and/or attract more customers. Coupled with lower costs (through more productivity and efficiency) will mean higher profits.
7. **A better or wider product offering** – more skilled staff means you can offer better, wider or just more products and services than before – giving you a bigger scope for growing turnover.
8. **A better pool of workers to draw from** – if every employer invested some training in their staff, the overall pool of workers would be better qualified and more capable – meaning they hit the ground running when they come to work for you
9. **A more attractive industry** – the more training, development and career prospects there are in the hospitality industry the more attractive it becomes to the brighter, higher flyers
10. **Better quality of life** – your full time workers spend more time with you at work than they do with their partners! Training helps them to spend that time more productively, more confidently and with more satisfaction.

Useful contacts

People 1st - www.people1sttraining.co.uk

The People 1st Training Company is the training division of People 1st, the sector skills council for hospitality, leisure, travel and tourism.

People 1st has acquired the exclusive rights to deliver WorldHost – www.worldhost.uk.com - a world-class training programme developed to raise the standard and delivery of customer service in the UK.

The National Skills Academy – www.people1st.co.uk/national-skills-academy-for-hospitality is part of People 1st and endorses best quality hospitality training programmes.

UK Skills Passport – www.uksp.co.uk

The UK Skills Passport is a one-stop-shop for information on jobs, careers and training in the hospitality, leisure, travel and tourism industry. The website helps students and individuals who are

just starting out in the industry to source training, locate apprenticeships, and find jobs, and helps employers to fill their vacancies and find funded training.

Welcome to Excellence – www.welcometoexcellence.co.uk

Welcome to Excellence customer service training offers a range of eight one-day customer service courses that can be delivered at local venues or in-house, the courses can also be customised to your own needs. There are also programmes available to train your own staff to become in-house trainers, as well as opportunities for your staff to gain a nationally recognised qualification – the City & Guilds Level 2 Award in Welcome Host (Customer Service).

VisitEngland – www.visitengland.org/busdev

VisitEngland will keep you signposted to some of the key national organisations for support, training and skills

Business Link – www.businesslink.gov.uk

A free business advice and support service, available online and through a national helpline. Tel: 0845 600 9006

Apprenticeships – www.apprenticeships.org.uk

The National Apprenticeship Service (NAS) is a government organisation that has responsibility for the delivery of apprenticeships in England. They provide an impartial and responsive service to employers who would like to introduce apprentices to their business, or utilise the programme to develop existing staff. They also help those looking to start their careers find an apprenticeship and contribute towards the training and qualification costs.