

South East Training Solutions

Sue Seakens of South East Training Solutions in Bracknell attended the recent email marketing seminar run by LiaiseOnline at the Renaissance Hotel, Reading. A strong advocate of networking, she provides a complete learning and development service for clients.

Sue's clients tend to be drawn from the private sector and much of her work involves Continued Professional Development (CPD) training for SME law firms. "Taking the time to listen and understand the client's needs means we can work in partnership with them to create a cost-effective training programme that's designed to bring out the best in their team."

Sue's interest in email marketing stems from working with clients keen to develop their own email marketing strategies. "Email marketing is certainly an effective way for companies to keep their clients up to date" says Sue. "It's something we hope to adopt ourselves in due course. All our business currently comes via word-of-mouth referral and networking. Keeping in touch with our clients via email is an appealing option."

South East Training Solutions' training style is highly participative, actively engaging participants from the outset. "We work on the clear links between personal development and business performance" explains Sue. "All our training and



coaching programmes are flexible and aimed at developing drive, confidence, motivation and a positive attitude." Indeed, research shows that the pro-active learning approach Sue favours is directly linked to lower absenteeism, higher productivity, and an improved work/life balance.

The programmes offered by South East Training Solutions are certainly innovative, lively, and thought-provoking. Each programme aims to offer an enjoyable experience whilst ensuring the learning is retained. To find out more about South East Training Solutions, contact Training Director Sue Seakens on 01344 307444 or email: sue.seakens@se-training.com

South East Training Solutions provide training in cost effective capacity building, contract management and project development for the private, statutory and not-for-profit sectors through a unique blend of training, coaching, distance learning and practical support.

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