

THE FUTURE IS WHAT YOU MAKE IT...
BUT YOU DON'T HAVE TO DO IT ALONE.



Rehabilitation and
Retraining Trust

....Quarterly Brief

CBI PROMOTES EMPLOYABILITY OF EX-OFFICERS

An Employment Affairs Briefing seminar run by the CBI has been urged to consider ex-police officers when seeking to fill vacancies. Over the next three years at least 1,000 officers are likely to leave policing in Northern Ireland through early severance, normal retirement and natural wastage.

The sponsorship of the CBI seminar held on 9 March in Belfast is part of the PRRT Employer Awareness Initiative to encourage the business community to employ ex-officers.

Speaking at the seminar, Sandra Herdman, PRRT careers manager said, "The seminars planned with the CBI are part of a wider campaign designed to inform employers that officers have a multitude of skills and qualities highly developed through years of training and experience". "The initiative demonstrates that ex-officers can make excellent employees who meet the five skill areas of problem solving and decision making, effective communication,



Pictured at the seminar are (l.to r.) Rosemary Lyons, Kerry Foods. Gary Crawford, Bombardier Areospace, Deirdre Stewart, CBI, Tim Lewis, Managing Director of PRRT and Sandra Herdman, Team Leader of Careers at PRRT.

good team working, adaptability and being customer focused. Police officers also have specialist knowledge in: management, administrative systems, transport, I.T; social care, security management and health & safety. We want employers to take a fresh look at the contribution ex-officers with these skills could make to the growth of their business".

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CHILD AND ADOLESCENT THERAPY SERVICE: YOUR QUESTIONS ANSWERED

What Is The Child And Adolescent Therapy Service?

It is a specialist clinical service that provides psychological treatment for the children of police officers who have been negatively affected by issues relating to their parent's police service.

Why Was It Established?

This service was set up in response to an expressed need. Officers receiving treatment at PRRT had frequently shown considerable courage in acknowledging that their children may have difficulties as a result of their occupation, or the impact of their own symptoms. In addition there was understandable unease about disclosing personal details to statutory health services due to issues relating to their occupation.

What Does It Do?

It provides one-to-one, short term psychological therapies that have proven success. The therapist, child or young person and their parents work together towards mutually agreed treatment goals. In addition a consultation service is available to parents, carers, young people and other agencies that require information and advice on mental health matters.

Who Can Use The Service?

Any child up to eighteen years old who has psychological difficulties as a consequence of their parent's policing experience. Children as young as four years of age have been treated by the clinicians.

What Kind of Problems Can Be Treated?

Children of police officers may

have directly experienced traumatic events such as witnessing an assault or attacks on the family home. There can also be an indirect impact through behaviours of police parents who are ordinary people trying to cope with the pressure of, and reactions to, an extraordinary policing experience. Distress in children and adolescents manifests itself in a wide variety of ways. Some examples of problems previously treated within this service are nightmares, flashbacks, bed wetting, depression, panic attacks, self harm, eating disorders, OCD, substance misuse, aggressive behaviour, anxiety, and isolation caused by social withdrawal.

Is It Confidential?

Yes, the service is confidential and parents are involved at every stage of the process, and are asked to afford their child full confidentiality. As a matter of routine the family GP is informed of any child or young person's attendance for this service. If at any time the therapist believes the child or young person is at risk, or in any way a risk to themselves or others, the parents will be informed and in urgent cases the child or young person's GP will be informed immediately.

What Types Of Treatment Are Available?

The service offers a selection of psychological treatments within a safe, one-to-one setting. Treatment solutions, which are tailored to meet the individual needs of the young person, include cognitive behavioural psychotherapy, behavioural therapy, EMDR, play therapy and artwork. The same therapist will work with the child during the



course of their treatment.

Referrals can be made directly by contacting the Service Co-ordinator on 028 9042 7788 Ext. 260.

What Happens Next?

Once eligibility has been confirmed, an initial assessment will take place within a maximum of 14 days. This offers an opportunity for the therapist to gather more information regarding the problem and for the family, child or young person to ask any questions. If the problem can be treated by the expertise within this service, the first treatment session is arranged as soon as possible. If for any reason the problem falls outside of this service's criteria, every effort will be made to refer the young person on to the most appropriate service.

What Happens After Treatment?

Once the agreed treatment goals have been achieved the child or young person is discharged and the GP notified. Follow up contact at 1, 3, 6 and 12-month stages are made to ensure all treatment gains are maintained and any necessary additional support provided.

NOW ENROLLING - ACCREDITED ACADEMIC COURSES AT PRRT

PRRT can offer the following accredited courses and is currently endeavouring to establish the demand for such courses in the coming academic year:

***Diploma in Social**

Sciences

***GCSE English**

***GCSE Maths**

***HNC Public Services**

If you are interested in any of these, would you please

indicate your interest on the form below and return it to PRRT by Post, by leaving the completed form at reception, or online by visiting www.prrt.org **not later than Friday 23 April 2004.**

Completion of this form is not a commitment to undertake the course. You will be contacted in the near future to discuss the courses in which you have expressed an interest.

Glenda Martin

Head of Training & Education

ARE YOU ELIGIBLE FOR PRRT TRAINING COURSES?

The Trust will provide training support to:

- Full Time Reserve Officers
- Regular Officers planning to leave PSNI within 5 years
- Officers in the process of medical retirement
- All retired officers (other than those being managed through the severance programme)
- Officers within the severance process who are referred to PRRT by VSSU for training support.

PRRT COURSE INTEREST FORM

NAME: _____ FORCE NO.: _____

CONTACT NUMBER: _____ (Mobile) _____ (Work/Home)

EMAIL ADDRESS: _____

Please indicate your interest in the following courses (you may select more than one course):

Diploma in Social Sciences	Y	N
HNC Public Services	Y	N
GCSE Maths	Y	N
GCSE English	Y	N

Please return not later that Friday, 23 April 2004 to PRRT, Training Department, Maryfield Complex, 100 Belfast Road, Holywood, BT18 9QY.

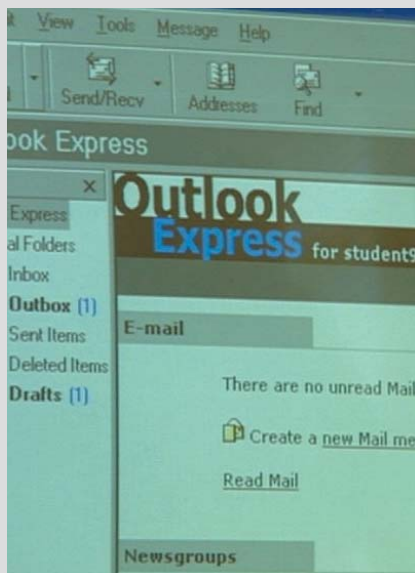
IS THE COMPUTER AGE LEAVING YOU BEHIND?

DO YOU LIVE IN THE NORTH OR WEST OF THE PROVINCE?

If so, why not take the opportunity to widen your knowledge with a new **world-wide accredited IT Qualification - Internet and Computing Core Certification (IC3)**. This qualification is similar to ECDL level **and easier and quicker to achieve**.

No prior knowledge of IT or computer skills is required to study IC3

To become IC3 certified, simply pass the following **three** exams designed to test your knowledge of general computing concepts and your skills in using standard computer applications.



IC3 - Computing Fundamentals

Understanding of:

- Computer hardware
- Computer software
- How to use a computer operating system to perform everyday tasks (installing software, managing files, changing system settings, etc.)

IC3 - Key Applications

Understanding of:

- Common features of Windows applications
- Specific features needed to operate a word processor at a basic level
- Specific features needed to operate a spreadsheet program at a basic level

IC3 - Living Online

Understanding of:

- How computers connect to networks and the Internet
- How electronic mail works and how to use it
- How to use a Web browser

program

- Social impact of computing and the Internet

PRRT is considering bringing this training course (and the facility to take the exams) to clients living in the North and West of the Province and will be visiting your area soon to introduce the course. If you are interested, please telephone the Training Department on 028 9042 7788, email info@prrt.org, text on 07734 559126, you may also wish to contact us via our website at www.prrt.org

IF YOU WANT OR NEED AN I.T. QUALIFICATION THIS IS AN OPPORTUNITY YOU CAN'T AFFORD TO MISS



“BE SWIFT TO HEAR AND SLOW TO SPEAK”!

Step 3

By Aidan Campbell, Effective Selling Skills Tutor

In previous editions of *Quarterly Brief*, I examined the first 2 of the “7 Steps in the Call” from the **Effective Selling Skills** workshop which was specially developed for PRRT clients who are starting out in business and entering the ranks of the “self-employed”.

The first 2 steps were:

• **Preparation**- what are all the things I need to do to prepare myself to meet prospective customers and sell to them successfully?

Fail to Prepare and you Prepare to Fail

• **Opening**- what interpersonal skills do I employ on first meeting the customer to get this initial encounter off to a good start?

You only get one opportunity to make a first impression - so make it count !

Steps 3 & 4 of Effective Selling Skills are entitled:

Probing and Listening

The scenario so far in using the skills of Effective Selling is that the successful sales person has identified a prospective new customer; has made contact and arranged for a sales visit; is now well prepared for the initial meeting (this first meeting is known as the “discovery meeting”); has just met the customer and completed the “opening” sequence and is now ready to move forward.

“**Probing**” is a selling term which involves the effective use of questioning to uncover or identify

the needs, wants, desires, requirements and problems of the customer.

In other words as a sales person:

How can I be of service to the customer?

Some readers may be familiar with so-called high pressure or hard selling techniques often found at continental holiday resorts where street vendors flog time-share or property rental. {Don’t take my word for it - if you have not tried it yet sign up for a treat when you are next on holiday - well worth the experience!}

This type of selling encounter is often murky, bullying, unethical and confusing and has at its core the objective of getting customers and their cash parted from each other in short order - if it looks too good to be true then it probably is.

At the core of Effective Selling is an ethical assumption that the needs of the customer are well met at all times - but before I can meet customer needs I must have a clear understanding of their precise nature.

Your customers must be satisfied as they are like an annuity that could pay you an income for life

Good probing technique should begin with a series of questions known as “Open” questions. Open questions generally begin with Who, What, Where, When, Why, Which and How.

Open probing is designed to achieve 2 aims:

• to get the customer to open up and talk openly about their situation, problems and requirements, and

• to open up the opportunity for the sales person by gathering information helpful to a good outcome for both parties.

Closed probing is designed to close down the general information received into some specifics and to clarify, check and get agreement for the order or a useful next step such as drawing up a proposal.

Closed probing generally begins with Is, Are, Am, Can, Do, Will, Was, Would, Should, Could or Have - and often results in a ‘yes’ or a ‘no’ answer.

So I ask good questions to get good information which helps me clarify customer needs and my understanding of how I can help the customer - and of course I am listening closely to the answers to my questions.

The Oxford English Dictionary points out the subtle difference between listening and hearing which is a crucial one for all effective sales people.

Hearing: “The faculty of perceiving sounds”

Listening: “Hearing with attention”

So while most sales people may have the sense faculty of perceiving sounds, how many hear with attention? When we attend to something we give it our time, our work and effort and our consideration - this sounds tough!

The good news is that we can work at listening and develop the skill.

Selling is helping people make good decisions

But what the customer asks for {their want} is not always the thing that is in their best interest {their need}.

A classic ethical dilemma for the sales person is this: the customer has some good ideas and knows {or thinks} they know what they want.

I, {as a sales person of some experience} can see that this want is not in their best interests as it is not what they really need - but if I sell them what they want it is highly likely they will not be pleased with the result which means that I could be responsible {maybe in the mind of the customer} for a poor buying decision.

Let me give an example of a recent selling experience which I had where the salesman made good use of Probing and Listening techniques to help me overcome the difference between my wants and my needs.

I had just moved house and was in the market for a conservatory. The living room was south facing and a bit on the small side and I wanted to extend the living area by adding on a small lean-to conservatory.

I wanted to avoid the trouble of picking 3 or 4 conservatory suppliers at random from Yellow Pages and asked an interior designer friend to recommend somebody who would do a quality job {recommendations are a powerful selling tool as they imply endorsement of the supplier}.

The salesman arrived at the house at the agreed time and after the opening and introduction he asked

a question:

Salesman: What did you have in mind then?

Me: Explained my thinking on the lean-to conservatory as salesman maintains good eye contact, listens, nods occasionally and says - "that sounds interesting".

Salesman: Could we go to the back garden where you could show me the exact location?

Me: Explains more about the sun in the afternoon as the salesman scrutinises the site carefully and says "I can see how that would work OK".

Salesman: What size of conservatory were you thinking of?

Me: Walks around the proposed area which was then a concrete patio to give an impression as salesman maintains his attentive behaviour.

Salesman: Let me just mark that out with chalk on the patio - now let's get a couple of chairs and a small table from the kitchen so you can see how this space will work in practice.

We set out the furniture and it became apparent that the area was far too small and unsatisfactory.

Salesman: Looks like the area is too small doesn't it?

Me: Yes - wondering how I had convinced myself that this was possible in the first place - the answer was of course that as a lay person with no architectural or building experience my basic idea was a sound one - but my expectations were unrealistic. In other words my wants and needs were two different things.

Salesman: Spots my quandary and says - I spent 15 years building conservatories before I got the job

of selling them and I try to give advice to my customers that helps them get good value for money and best use of the finished job.

Me: Listening carefully.

Salesman: I could sell you what you have asked for - but as you can see it would not make much sense - and in a few months time you would be thinking you were sold something that was unsuitable and cramped. If you make the area 50% larger, {now moves table and 2 chairs and adds on 2 more chairs and we both sit down} you have actually got a room which increases your living space and is usable for all sorts of family occasions!

Me: You are right - this is a better idea - I'm convinced - where do I sign?

That was 3 years ago, and the salesman was right on all counts.

I did spend about 40% more than I had wanted to - but the extra 40% was money that I needed to spend - only I did not know that until it was spelt out by some very good sales Probing and Listening.

This was a good outcome for me - a satisfied customer and for the salesman who wins my thanks, my trust, my order and the possibility of future referrals from me for a job well done.

The power of good questioning and listening skills should never be under-estimated in Effective Selling Skills.

You have 2 ears and 1 mouth - probably the right proportion for intended use by all successful sales people.

Look out for the next part of the "7 Steps in the Call" - Matching or Presenting in the next issue of ***Quarterly Brief***.



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THE TRUST PROVIDES A RANGE OF SERVICES TO ELIGIBLE OFFICERS WHO ARE LEAVING THE SERVICE, RETIRED FROM THE SERVICE AND THE POLICE RESERVE. THESE INCLUDE:

- ☛ PHYSIOTHERAPY
- ☛ PSYCHOLOGICAL THERAPIES
- ☛ CAREERS GUIDANCE & PERSONAL DEVELOPMENT
- ☛ TRAINING & EDUCATION

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