COMMUNICATIONS

• Business relationship management
• Communicating change
• Communication for managers
• Cross-cultural communication
• Crucial conversations – Intermediate and Advanced
• Customer service communication
• Effective communication
• Effective social media campaigns
• Internal communications

• Introduction to marketing communications
• Marketing communications
• Media relationships
• Media training
• Message development
• Negotiating skills
• Public speaking
• Sales facilitation and presentation
• Telesales communications
Organisations succeed when their people co-operate and collaborate. Time and financial pressures; internal reporting and operating structures; distance; gender, age and cultural gaps; as well as conflicting performance targets can undermine professional relationships. This workshop shows you how to build trusting and constructive relationships with colleagues, managers, contractors and other stakeholders.

**What is it about?**
Organisations face frequent, sustained and substantial change as they strive to grow and succeed in an increasingly competitive world. Whether economic, environmental, technological or cultural, change can be managed effectively if communicated appropriately. This workshop provides practical guidance, techniques and real world examples of how to better communicate change to internal audiences.

**Who should attend?**
This workshop is relevant for anyone responsible for communicating change, particularly those in organisations undergoing frequent or sustained change, or those in organisations likely to experience substantial change in the future.

**Learning outcomes**
- Deal with resistance to change, its sources and solutions
- Understand the key role of communication in change
- Communicate bad news messages
- Communicate long-term, organisation-wide changes
- Communicate in the face of open-ended, unpredictable change
- Understand the responsibilities of communicators, leaders and HR colleagues

**Benefits**
Participants will benefit from a deeper understanding of the process of video production, from short form branded content for social media, through to editorial B-Roll for broadcast onto high spec creative videos.

**Course structure highlights**
- The BRM Role as a connector, navigator, and orchestrator
- The House of BRM
- Maturity of Business Relationship Management
- BRM “DNA” –the six BRM competencies:
  - Strategic Partnership
  - Business IQ
  - Portfolio Management
  - Provider Domain
  - Business Transition Management
  - Powerful Communication
- Clear, compelling written and verbal communication
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact

**BUSINESS RELATIONSHIP MANAGEMENT**
Managing relationships with trust and understanding for business success

**What is it about?**
Organisations succeed when their people co-operate and collaborate. Time and financial pressures; internal reporting and operating structures; distance; gender, age and cultural gaps; as well as conflicting performance targets can undermine professional relationships. This workshop shows you how to build trusting and constructive relationships with colleagues, managers, contractors and other stakeholders.

**Who should attend?**
This workshop is for business professionals of any level, including those wanting to build trust-based relationships; involved in client and other external facing work; and performing internal support functions.

**Learning outcomes**
- Increased self-awareness
- Understand the needs of colleagues and other stakeholders
- Identify strengths, weaknesses and opportunities in work relationships
- Develop key influencing skills
- Identify and embrace different working styles and personalities
- Develop presence
- Building rapport, trust and understanding

**Benefits**
Your organisation will benefit from employees who have examined their working styles and uncovered new and more effective ways of interacting with those around them. BRM is a crucial link between individuals and the business. It focuses on improving relationships in order to maximise business value.

**Course structure highlights**
- The BRM Role as a connector, navigator, and orchestrator
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The ability to communicate effectively is one of the most important skills a manager needs. From empathy to assertion and delegation, a manager must adopt a wide range of communication techniques to get the best from their team. This workshop addresses the challenges that managers face as they strive to encourage and supervise their team while achieving targets and goals set for them.

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- Maturity of Business Relationship Management
- BRM “DNA” – the six BRM competencies:
  - Strategic Partnership
  - Business IQ
  - Portfolio Management
  - Provider Domain
  - Business Transition Management
  - Powerful Communication
- Clear, compelling written and verbal communication
- Listening with sensitivity and cultivating trust

**Who should attend?**

This workshop is relevant for anyone in management – and anyone poised for promotion to management -- but particularly first-line supervisors, middle-level managers and project leaders.

**Learning outcomes**

- An understanding of what comprises good managerial communication techniques
- A greater awareness of their communication style and how to improve upon it
- A range of responses to deal with difficult people and handle work-place conflict
- Skills to enhance personal and team productivity through better working relationships

**Benefits**

Your organisation will benefit from managers who are aware of their strengths and weaknesses when it comes to communication and how to adapt their style to achieve the best from their teams. This workshop provides valuable models for communicating objectives and requirements to team members, as well as strategies for overcoming communication obstacles and resolving conflict.

**Course structure highlights**

- Achievement vs Relationship cultural styles
- The course utilises the models developed by Trompenaar and Hofstede and include understanding cultural difference on a number of dimensions:
  - Uncertainty avoidance
  - Masculinity/femininity
  - Power distance
  - High context/low context
  - Individualism/collectivism
  - Achievement/ascription
- Time consciousness (monochronic vs polychronic chronemics)
- Personal Space (personal/physical proxemics)
Making a great impression from the start, persuading someone to buy your product, following up to ensure they are satisfied and handling complaints considerately – these skills are vital to providing successful customer service. This workshop helps participants better understand customers and equips them with skills to navigate varying needs, demands and challenges with courtesy and confidence.

- Recognise your customers (internal and external)
- Understand the importance of the service chain
- Develop effective communication and assertiveness skills
- Develop professional and useful ways to respond to complaints and concerns
- Communicate positively with existing and potential customers

Anyone involved in external-facing business services would benefit from this workshop, especially those in marketing or selling directly to clients; managing teams who market or sell directly to clients; handling customer requests, concerns and complaints.

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  - Develop effective communication and assertiveness skills
  - Develop professional and useful ways to respond to complaints and concerns
  - Communicate positively with existing and potential customers

- Benefits
- Your organisation will benefit from having employees who are able to efficiently and considerately engage and persuade customers, as well as handle any complaints effectively. By building a positive brand and securing customers’ referrals, an organisation can expand and improve profitability.

Course structure highlights
- Defining service chain responsibilities
- Internal vs external customers
- Services: marketing, advertising, sales, accounts
- Confidence with courtesy
- Useful models of complaints procedures
- Following up to build sustainability into the business
- Create a compelling physical presence
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact
- Engaging groups and difficult people
- Clear, compelling written and verbal communication
COMMUNICATIONS

CRUCIAL CONVERSATIONS
(INTERMEDIATE & ADVANCED LEVELS)

Learning and deepening your ability to motivate, persuade and inspire

What is it about?
Every conversation involves starting, sustaining or ending relationships. Words spoken can inspire, encourage or harm others. Complex, and often difficult, situations regularly arise in the workplace. Those who manage or lead need to know how to communicate instructions efficiently and deliver criticism constructively to ensure as little disruption and conflict as possible. This workshop can be delivered at an intermediate level – where participants learn to communicate more confidently and with more control – or at an advanced level – where participants master new skills to communicate in extreme situations.

Who should attend?
This workshop is relevant to anyone in a management or leadership position, particularly those initiating dialogue in a complex or sensitive situation; continuing a complex or sensitive conversation; or needing to feel empowered and confident at work.

Learning outcomes
- Practical tools to communicate effectively in difficult situations
- New perspectives on how to tackle complex, sensitive and challenging situations
- Raised and maintained confidence
- Insights into inspiring and motivating colleagues
- Skills to forge positive workplace relationships
- Ability to engage difficult individuals

Benefits
Your organisation will benefit from managers who develop a high level of communication skill and confidence. Staff who can tackle difficult situations with resilience and control can diffuse tensions and motivate others. Constructive dialogue that engages people will lead to improved productivity.

Course structure
- Developing confidence
- Dealing with nerves
- Accountability and responsibility
- Create a compelling physical presence
- Listening with sensitivity and cultivating trust
- Effective body language and eye contact
- Engaging groups and difficult people
- Energising your voice to command engagement
- Developing authenticity
- Establishing trust
- Building positive energy

EFFECTIVE COMMUNICATION

Master your message and deliver it with impact

What is it about?
Communication is the art of being understood and of understanding others. Within a professional environment, we communicate to achieve an identifiable outcome: change the opinion of our audience or spur them to action. Crafting credible and clear messages that are delivered in an engaging manner achieves this impact. This workshop will help you to identify your individual communication style, adapt it to different situations and build rapport with your audience.

Who should attend?
This workshop is for any professional wanting to influence outcomes, particularly those wanting to improve workplace relationships; strengthen their hand in high-stakes environments; deliver clear, compelling messages; or who feel their communication skills are stilted or in some way ineffective.

Benefits
Investing time in developing your communication skills, establishing a more appropriate communication style and practising it, can be highly rewarding. More effective communication among people can greatly improve workplace relationships and help individuals use their skills for real performance improvement.

Course structure highlights
- Successful communication and barriers to achieving it
- The characteristics of an excellent communicator
- Methods of communication
- The essentials of communication
- Develop listening skills & build rapport
- Perception and the impact we make
- Determine what skills are required and how to use them
- Communication styles
- Identify individual styles and understand what they mean
- Adapt your style to that of others and different situations
- How to use communication
- Hints and tips on applying the skills developed on the course
**EFFECTIVE SOCIAL MEDIA CAMPAIGNS**

**Leveraging social media to target and engage a specific audience**

**What is it about?**
The internet has changed the way individuals and organizations campaign – offering them a variety of free or inexpensive social media tools that can enhance their traditional promotion efforts. This course helps participants identify the most effective social media techniques according to their target audience and successfully integrate these online methods with conventional marketing tools to create a highly-leveraged media campaign.

**Who should attend?**
This workshop is for mid-level communication staff working for governments, aid agencies, charities, NGOs and other organisations that are involved in campaign design and/or implementation. A basic understanding of Social Media, Messaging and Strategic Communication is preferable.

**Learning outcomes**
- Understand how social media can maximize campaign impact
- Identify at least four new media techniques for campaigning
- Learn how to write effectively for different platforms (Twitter, FB, Blogs... etc.)
- Design an effective campaign using social media
- Target and engage a desired audience with greater precision at lower cost

**Benefits**
Participants will benefit from a deeper understanding of how social media can be used to the greatest advantage. Organisations will benefit from a greater return from their social media campaigns and be reassured they are following best practice guidelines. They will also see how social media campaigns can be measured an improved.

**Course structure highlights**
- How to use social media to build effective campaigns
- Using the most appropriate social media tools for different purposes
- Best practice Facebook pages, Twitter accounts and LinkedIn profiles
- Effective targeting
- Online engagement and advocacy
- Grow audience interest and attract media coverage with “buzz”
- Insights and analytics
- Common dangers with the use of new media such as plagiarism, breach of copyright, etc.

**INTERNAL COMMUNICATIONS**

**Effective internal communications can improve staff engagement and efficiency**

**What is it about?**
Conflicting messages and crossed wires cause frustration within an organisation, resulting in dissatisfaction and undermining productivity. Developing and delivering a comprehensive and clear blueprint for internal communications can go a long way to ensuring staff understand what the organisation is aiming for and how they plan to achieve it. This workshop explores effective techniques for communicating internally and the role it plays in the broader communication mix, contributing to an improvement in performance.

**Who should attend?**
This workshop will benefit anyone engaged in or responsible for producing communications material, including those who are new to the field of internal communication and those with limited experience of professional communications in general.

**Learning outcomes**
- Recognise the benefits from effective internal communications
- Understand the factors which make internal communications a great vehicle for staff acquisition, motivation and retention
- Have skills to help disseminate organisational objectives, targets and information throughout all departments and divisions
- Recognise good practice in creating the right message for the right stakeholders
- Be aware of the opportunities to communicate in different and newer ways

**Benefits**
Your organisation will benefit from enhanced communications with staff and other stakeholders. Clearer messages will lead to less misunderstanding and go a long way to improving the efficiency and atmosphere in your organisation. Staff that feel engaged are empowered and by harnessing this your organisation will become increasingly successful.

**Course structure highlights**
- Scope of communication tools, their advantages and limitations
- Identify and engage with stakeholders
- B-stage action plan
  - Analyse your organisation
  - Set down strategic and tactical communication objectives
  - Segment your audiences – rank stakeholders
  - Develop key messages and themes for each group
  - Match communications vehicles and media to your objectives
  - Implementation - set and follow an action plan
  - Recognise and defuse barriers to implementation
  - Measure the outcome – appropriate key performance
Every organisation has a range of marketing tools available to promote its services and products -- from direct selling to advertising and social media. It's not always easy to know which tool serves the best purpose at the appropriate time. This workshop will widen your knowledge of marketing tools and their individual strengths, as well as provide valuable insight into how marketing is rapidly changing due to social media, mobile and digital platforms.

**Learning outcomes**

- Familiarity with the range of communication tools and techniques
- Analyse the best mix of tools for your organisation
- New knowledge and skills to improve your organisation’s marketing

**Benefits**

Your organisation will benefit from employees who understand the marketing communication options available and who can develop the right marketing communications strategy. Employees will also learn how to manage and enhance the relationship that exists between marketers and external partners such as advertising and PR agencies.

**Course structure**

- Marketing tools and techniques available and how they are changing
- Awareness of challenges facing business today
- Marketing communications within your organisation
- Needs of target audiences to aid communications messages
- Effectiveness of campaign activity
- Assess tools and techniques including advertising, direct mail, public relations and sales promotion, as well as personal selling
- Working with professional suppliers such as advertising agencies
- Capitalising on the full potential of electronic media
- Exploring brand journalism
We live in an age of information overload where each of us receives around 1,500 commercial messages a day. Our minds simply cannot fully acknowledge, process, analyse and act on each of these. This workshop helps you develop and implement practical and effective communication plans that stand out and promote your service or product. It will help you evaluate and revise your existing plan, looking at new systems, technology and best practice.

- Understand how the media works: news organisations, hierarchies, news cycles
- Know your subject: understanding your work but researching journalists too
- Develop incisive and accessible media messages to sell a story
- Handling difficult reporters
- Deeper understanding of marketing methods
- Budgeting tools for an effective communication plan
- Measurable targets
- Integrated above and below the line strategy
- An optimal media mix for maximum impact
- A communication plan that stands out
- Different communications methods and how they interact
- The communications mix – achieve maximum impact
- How to write an effective communications plan
- Impact of advertising – raising and maintaining awareness
- Planned public relations – and customer relationship management plan
- Sponsorship – how to get the most out of it
- Sales promotion – how it contributes to bottom-line profit
- Measurability – how to evaluate the plan and revise in changing conditions
- Budgeting methods – how to ensure that spend is not wasted
- Clear, compelling written and verbal communication
- Cultivating trust
- Effective body language and eye contact

Strong, targeted messaging can boost your brand and bottom line

Who should attend?

This workshop will benefit marketing managers, business or line managers, as well as external communications managers.

Learning outcomes

- Deeper understanding of marketing methods
- Budgeting tools for an effective communication plan
- Measurable targets
- Integrated above and below the line strategy
- An optimal media mix for maximum impact
- A communication plan that stands out

Benefits

Your organisation will benefit from managers who have a deeper awareness of marketing best practice and the latest marketing methods. Managers who are able to integrate a mix of marketing tools and develop communications strategies that are relevant to a target customer group are more likely to have a higher positive impact on business.

Course structure highlights

- Different communications methods and how they interact
- The communications mix – achieve maximum impact
- How to write an effective communications plan
- Impact of advertising – raising and maintaining awareness
- Planned public relations – and customer relationship management plan
- Sponsorship – how to get the most out of it
- Sales promotion – how it contributes to bottom-line profit
- Measurability – how to evaluate the plan and revise in changing conditions
- Budgeting methods – how to ensure that spend is not wasted
- Clear, compelling written and verbal communication
- Cultivating trust
- Effective body language and eye contact

Becoming a valuable source and influencing journalists

Who should attend?

This workshop will benefit anyone who engages with the media at any level. The focus is on the actual relationship between the individuals.

Learning outcomes

- Understand how the media works: news organisations, hierarchies, news cycles
- Know your subject: understanding your work but researching journalists too
- Develop incisive and accessible media messages to sell a story
- Handling difficult reporters
- Reputation Management – Honesty, Accuracy, Accessibility

Benefits

Participants will benefit from being able to get to the point quickly and engage the media by making their messages – whether written or spoken -- relevant and accessible. Organisations will benefit from having staff who can deliver group messages clearly and confidently to a media audience.

Course structure highlights

- Different communications methods and how they interact
- The communications mix – achieve maximum impact
- How to write an effective communications plan
- Impact of advertising – raising and maintaining awareness
- Planned public relations – and customer relationship management plan
- Sponsorship – how to get the most out of it
- Sales promotion – how it contributes to bottom-line profit
- Measurability – how to evaluate the plan and revise in changing conditions
- Budgeting methods – how to ensure that spend is not wasted
- Clear, compelling written and verbal communication
- Cultivating trust
- Effective body language and eye contact

- Get to know journalists who cover your patch
  - Who are they
  - What matters to them
  - What are they particularly interested in
  - When are their deadlines
- Take the rough with the smooth
  - When you can't get something published
  - When you are misquoted
- Dangers: dealing with ambitious reporters and freelancers, handling calls from unknown journalists, understanding what off-the-record means, socialising with the media
- Reputation Management – Honesty, Accuracy, Accessibility
**COMMUNICATIONS**

**MEDIA TRAINING**

Understanding the media and using journalism for the benefit of your organisation

**What is it about?**

In a world of 24-hour global news coverage, organisations face intense pressure to capture the attention of the world’s media. Sharp, accessible and credible messages are vital to engage journalists and persuade millions of readers, listeners and viewers about the importance of your organization's work. Sophisticated ideas, plans and issues must be explained in a clear fashion. Messages must stand out. Quotes must sparkle. Statistics must tell a “big picture” story. This workshop shows you how to develop and deliver truly engaging and memorable messages.

**Who should attend?**

This workshop will benefit anyone seeking to explain the importance and impact of their activities by offering engaging, media-friendly stories for local, domestic and international news organizations. The focus is on developing and delivering messages to print, TV and radio journalists in a clear and confident way.

**Learning outcomes**

- Develop incisive and accessible media messages to sell a story
- Use keywords to add impact to the story, and quotes to inject personality
- Structure clear arguments and deploy memorable facts and context
- Explain complex issues in a simple way to TV, radio and print journalists
- Prepare quickly and effectively for interviews and press conferences
- Anticipate skepticism and “bridge” away from difficult questions
- Handle nerves, tough questions and difficult reporters

**Benefits**

Participants will benefit from being able to get to the point quickly and engage whoever they are addressing by making their messages – whether written or spoken -- relevant and accessible. Organisations will benefit from having staff who can explain complex issues clearly and present in an engaging manner.

**Course structure highlights**

- What makes the media tick? Understanding deadlines, bylines and the news cycle
- Honing news judgment – recognizing what makes for a great story
- Do you make it clear why this matters to the media, public and investors?
- Understanding the Power of Less – the 10 Second Test
- Developing clear, credible and engaging messages for print and TV
- Press releases – key elements, common mistakes, pitfalls

**MESSAGE DEVELOPMENT**

Crafting clear and compelling messages that convince and persuade an audience

**What is it about?**

Sharp, accessible and credible messages are vital to engage stakeholders – both internal and external – and convince them of the importance of your organisation’s work. Sophisticated ideas, plans and issues must be explained in a clear fashion. Messages must stand out. Quotes must sparkle. Statistics must tell a “big picture” story. This workshop will show you how to develop and deliver truly engaging and memorable messages.

**Who should attend?**

This course is for anyone seeking to explain the significance and impact of their activities in a clear and confident way. While especially beneficial to those who deal with external stakeholders like the media and investors, it will also be useful for those who are producing reports or presentations for internal consumption.

**Learning outcomes**

- Develop incisive and accessible messages
- Use keywords to add impact and quotes to inject personality
- Structure clear arguments and deploy memorable facts and context
- Explain complex issues in a simple way without “dumbing down”

**Benefits**

Participants will benefit from being able to get to the point quickly and engage whoever they are addressing by making their messages – whether written or spoken -- relevant and accessible. Organisations will benefit from having staff who can explain complex issues clearly and present in an engaging manner.

**Course structure highlights**

- Honing judgment – recognizing what the significant facts are
- Understanding your audience
- Developing clear, credible and engaging messages
- Using a simple pyramid structure
- Deploying keywords and leads to attract an audience
- Injecting context to give immediacy
- Understanding the power of rhetoric, word play and quotes
- Packaging Information - Statistics, Anecdote, Analogy, Metaphor
**NEGOITIATING SKILLS**

**Managing engagement successfully to achieve the outcome you want**

**What is it about?**
The ability to negotiate positively and collaboratively is key to success at work. Our professional life is a series of negotiations with external companies and customers, as well as internally with colleagues and managers. This workshop will share tools and techniques to help participants improve their persuasion and influential skills. It will instil confidence and improve overall communication style. Participants will learn how to maintain their value positions under pressure and resolve deadlocks efficiently.

**Who should attend?**
This workshop will benefit anyone in business and particularly those wanting to build a good understanding of how to structure and run an effective negotiation, those without previous formal negotiation training but find it is an increasing part of their role, as well as those who need to regularly or occasionally negotiate with customers, either formally or informally.

**Learning outcomes**
- Have knowledge and understanding of differing negotiating techniques
- Have skills to plan a negotiation strategy, identifying their goals, their bargaining position and anticipating the other side’s demands
- Know how to diffuse tension and handle unexpected demands

**Benefits**
Constructive negotiation skills that lead to improved timelines, price or quality can enhance your organisation’s profitability. Individuals who feel more confident about their negotiating ability will be capable of creating more positive and collaborative settlements. They will know how to maintain value in the bargaining phase, hold their value position under last-minute pressures, and find ways out of deadlocks quicker and more frequently.

**Course structure highlights**
- Range of negotiation techniques e.g. accommodate, avoid, collaborate, defeat, compromise
- Best practice examples
- Plan effectively, get the best results and anticipate the other side’s position
- Begin a negotiation effectively to set the right tone.
- Close a negotiation effectively
- Understand your requirements and those of the other party
- Assess where the best deals can be done
- Receive and respond to proposals, until an acceptable solution to both parties has been found
- Handle attempts to win unwarranted concessions

**PUBLIC SPEAKING**

**Pack a punch when you address an audience with memorable content and engaging delivery**

**What is it about?**
Speaking publicly puts you and your organisation at centre stage. When asked to address an audience, you need to make an impact and seize this opportunity to get an important message across or influence people to take action. This workshop shows you how to craft material that will engage people and how to present this by maximizing your voice, personality and energy. The course covers breathing techniques, striking the right pitch, eliminating stammering, mumbling or rambling.

**Who should attend?**
This workshop is for executives, senior managers and professionals who find themselves presenting and speaking to any kind of audience. It is also for those who write speeches but don’t necessarily deliver them and would also benefit those who want to approve their general public speaking skills.

**Learning outcomes**
- Crafting clear and compelling messages
- Using language and other verbal techniques to make content memorable
- Learn to write and structure your speech for specific audience
- Understand the benefits of key words, and the message they communicate
- Methods to inject colour, drama and impact into your speeches and presentations
- A range of voice techniques to improve the audience’s perception of you and your content matter
- Greater self-awareness and confidence

**Benefits**
Delivering high-impact speeches is one of the best ways to get noticed by your bosses, peers and potential employers. It’s also a great way to bring your message to a wider audience and positively brand your organisation. Success in public speaking indicates leadership and professionalism.

**Course structure highlights**
- Writing the speech
  - Understand you objective for the specific speech
  - Learn how to thoroughly research and structure your speech
  - Use your choice of words and style to add drama
  - Learn the common of the pitfalls in speech writing and how to avoid them
- Delivering the speech
  - Gain power over language, voice and speech
  - Understand and practice how to use the full range of your voice
  - Conquer your nerves when giving speeches
COMMUNICATIONS

SALES FACILITATION AND PRESENTATION

Persuade customers and win business with professional presentations

What is it about?
Clearly communicating the facts a customer needs to make a choice and delivering a pitch with authenticity contributes to successful sales. This workshop helps you to look at your presentation through the eyes of your buyer, match your style to their needs and deliver in a manner that will impress them enough to buy. What works for some, doesn’t work for others and it is important to examine your approach and explore ways of improving and adapting to changing environments.

Who should attend?
This workshop can benefit all those in business but particularly sales personnel account executives. It is advisable for participants to have at least one year’s sales experience.

Learning outcomes
- More sales
- Better rapport with customers through clear communication
- Your audience’s attention and interest
- More business development calls converted to appointments
- Learning from previous experiences to get it right the next time

Benefits
Equipping staff with the ability to quickly and accurately assess a customer’s needs and then adapt their style to engaging a potential buyer can give businesses the edge in our highly competitive world. This workshop can help you ensure that pitches and presentations convert to sales and translate to profits.

Course structure highlights
- Qualities of a truly professional sales person
- Revisiting the vital aspects of the sales process
- Identifying decision makers and how best to approach them
- Getting the right information to seek out areas of improvement
- The matching process – understanding what customers buy
- How best to present your goods or services in a manner that will show benefits
- How to make professional business presentations
- Buying signals and closing the sale
- Identifying true and false objections and overcoming them
- Matching selling styles to buyer behaviour
- Buyers’ likes and dislikes through the eyes of the buyer
- Proven ways to increase your success at making telephone
Telesales communications, like other marketing skills, require strong, targeted messaging to boost your brand and bottom line. This workshop is about how to reach the person who makes decisions and how to establish rapport, while promoting your offering clearly and presenting solutions.

- Clear and engaging messages
- Strategic thinking and conversation planning
- Dealing with objections
- Building credibility, trust and rapport
- Identifying and using your Sales Value Proposition
- Presenting a pitch with impact
- Best practice guidelines
- Articulation and presentation manner
- Identifying and locating the decision maker and getting past the gate-keeper
- Establishing credibility
- Opening pitch and objection handling at the start of the call
- Company offerings, case studies and anecdotes
- Probing for information
- Differentiating your organisation/offering from the competition
- Understanding the prospect needs
- Attentiveness and listening
- Concluding the sale
- Dealing with objections when concluding the sale
- Agreeing next steps and negotiating deadlines

Promoting your message clearly to the right people

What is it about?
Telesales communications, like other marketing skills, require strong, targeted messaging to boost your brand and bottom line. This workshop is about how to reach the person who makes decisions and how to establish rapport, while promoting your offering clearly and presenting solutions.

Who should attend?
The workshop is designed specifically for sales people who are telephone based and involved in cold calling and/or up selling into new and existing accounts.

Learning outcomes
- Clear and engaging messages
- Strategic thinking and conversation planning
- Dealing with objections
- Building credibility, trust and rapport
- Identifying and using your Sales Value Proposition
- Presenting a pitch with impact
- Best practice guidelines

Benefits
Telesales professionals will benefit from understanding how to measure the needs and responses of potential customers to ensure they can engage them throughout a sales pitch. This workshop will also help to uplift sales of the Telesales professional and identify key elements of the sales process to enhance capabilities of any people working in a ‘sales through service’ environment.

Course structure
- Articulation and presentation manner
- Identifying and locating the decision maker and getting past the gate-keeper
- Establishing credibility
- Opening pitch and objection handling at the start of the call
- Company offerings, case studies and anecdotes
- Probing for information
- Differentiating your organisation/offering from the competition
- Understanding the prospect needs
- Attentiveness and listening
- Concluding the sale
- Dealing with objections when concluding the sale
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