

“GOOD COMMUNICATION IS AS STIMULATING AS BLACK COFFEE,
AND JUST AS HARD TO SLEEP AFTER.”
/ANN MORROW LINDBERGH/

EFFECTIVE COMMUNICATION SKILL ENHANCING TRAINING

The training designed to be practical and skill enhancing. It aims to improve the personal effectiveness of participants through various exercises and situational games, taking into consideration of the specific communication style and strengths of the participants. Among others, with the use of questioners, assessments and audiovisual equipment they receive extensive feedback about behavior patterns, response skills, while learning new methods to become master communicators.

WHO SHOULD ATTEND

Everyone, who deals with oral communication on a daily bases, and feels that communication and the ability to persuade plays and important role in his/her corporate dealings such as teamwork, task delegation.

PROGRAM OBJECTIVES

As a participant of the program one should be able to

- Explain the four basic behavioral styles and how to adapt to each.
- Capitalize on your style for more effective communication.
- Describe the impact of body language and voice tones on communication.
- Explain the effective use office communication tools such as the telephone.
- Rephrase blunt communication into office appropriate language.
- List strategies for dealing with difficult behaviors.
- Demonstrate how to deliver constructive feedback and how to politely disagree.
- Develop an action plan to improve your communication skills.

PROGRAM OUTLINE

I. Building Personal Credibility - Understanding Different Communication Styles

It shifts the focus inward to each participant's personal communication style. Participants will learn to identify their own behavioral styles, the styles of their coworkers and clients, and how to adjust for better communication.

II. It's Not What You Say... - Rephrasing for Better Relationships

Learning the lesson "it's not what you say but how you say it," is one that takes some people years to understand. In this module, participants will learn how to finesse language so that it will be better received in conversations and in writing. Special emphasis is placed on learning to say "no" in ways that reduce conflict and eliminating phrases such as, "that's not my job," and "I don't know."

III. Tools of the Trade - Voicemail, Memos, and More

When used poorly, certain office communication tools designed to improve business communication do exactly the opposite. Anyone who has ever wrote a misinterpreted memo can attest to this fact. From grammar to telephone etiquette, this module reviews office communication tools and how to use them for maximum effectiveness.

IV. Difficult Personalities and Difficult Situations - Dealing with the Challenging

This program concludes with case study evaluations of ways to deal effectively with difficult personalities and difficult situations. From negaholics to backstabbers and whiners to minimal contributors, participants will discuss better ways with which to communicate and manage those whose actions make the process harder.

By the end of this program, participants will understand how to capitalize on their communication strengths, adjust to accommodate their weaknesses, effectively use office communication tools, and better handle difficult people.



MANAGEMENT TRAINING

Leadership, delegation, motivation, and coaching are all hallmarks of effective managers. This dynamic training program is designed for both seasoned and new managers, and works well with combined groups. Individual skills and opportunities are examined, along with the fundamental components of effective managing: delegating, goal setting, giving performance feedback, providing growth opportunities, and more.

WHO SHOULD ATTEND

Managers and business men/women with some management experience, who set out to enhance the range of their tools and methods of dealing with corporate expectations and challenges of leading, assessing and directing a team.

PROGRAM OBJECTIVES

As a participant of the program one should be able to

- Recognize your strengths and growth opportunities as a manager.
- Recognize the four behavioral styles and how to coach each.
- Capitalize on your style for more effective communication.
- Delegate tasks to others.
- Set SMART goals for yourself and others.
- Provide constructive feedback and follow up on goals and workgroup targets with subordinates.
- Counsel an employee who is not performing up to expectations.
- Illustrate the impact of body language and voice tones on communication.
- List tactics for dealing with difficult behaviors.
- Effectively run a business meeting.

PROGRAM OUTLINE

I. The Professional Manager - Where Are You?

This training begins with a self-assessment, where managers will rate their leadership and supervisory skills. If arranged in advance, feedback may also be solicited from the participants' direct reports, managers, and coworkers.

II. Building Personal Credibility - Understanding Different Communication Styles

Module two focuses on each participant's personal communication style. Using the Business Training Works' signature diagnostic tool, The Communication Jungle, participants will learn to identify their own behavioral styles, the styles of their coworkers and subordinates, and how to adjust for better communication.

III. Be SMART - Goal Setting for Peak Performance

Delegating and setting realistic and manageable goals is a critical skill for managers and supervisors to possess. This module explores the components of SMART goals, and allows participants to practice delegating and communicating goals and expectations to the people they supervise. Special emphasis is placed on developing employees and grooming them for additional opportunities.

IV. So, How Am I Doing? - Delivering Performance Feedback

Performance feedback should not only happen during an annual review. It should be part of the normal working relationship between managers and those they supervise. This module explores the steps of giving both positive and negative feedback. Using case studies and real-life examples, participants will have the opportunity to practice giving feedback to subordinates.

V. How Long Is This Going to Last? - Running Effective Meetings

Nobody likes to sit through a meeting that goes nowhere. A well run meeting is the sign of a good manager. This module reviews the importance of agendas, mechanics of a good meeting, and pitfalls to avoid.

VI. Difficult Personalities and Difficult Situations - Dealing with the Challenging

This program concludes with case study evaluations of ways to effectively manage difficult personalities and difficult situations. At the program's end, participants will understand the components of effective management, and will have pinpointed their opportunities for growth.



“SALES IS A PROCESS OF CREATIVE PROBLEM SOLVING - HOW TO GET WHAT YOU WANT IN THE MOST SIMPLE WAY WHILE YOU GIVE THE CUSTOMER WHAT HE NEEDS THE MOST.”
/D. LEEDS/

SALES TRAINING

The heart of any organization is its sales staff. They are the people on the "front lines" and are most directly involved with the financial success of the company. However the companies most likely to succeed are those whose sales personnel are most prepared and professional. This seminar is designed to broaden the knowledge of a company's sales staff and build on their experience.

WHO SHOULD ATTEND

Sales and key account managers, sales representatives, telemarketing staff and all personnel involved in the promotion and growth of the organization.

PROGRAM OBJECTIVES

The program designed for participants to

- get to know the network process of sales
- effectively handle phases of negotiations and the needs of customers
- be able to apply the product-centered sales thinking
- learn new communication techniques to better meet the demands of clients
- to acquire the customer/buyer -centered service techniques
- articulate the features and benefits of their products, services, and organization.
- comfortably introduce themselves, others, and their organization.
- demonstrate the salesperson's role in the opening phase of the sales process.
- answer client/customer objections.
- close sales with customers who are ready to partner with their organization.
- leave the door open when sales do not occur.
- follow up with clients and customers to enhance relationships.

PROGRAM OUTLINE

- I. You're a Partner - Getting into the Sales Mindset.
- II. To Get Where You Are Going, You Need to Know Where You Are - What.
- III. Differentiates Your Product and Services.
- IV. What Is It That You Needed? - Understanding Relationship and Needs-Based Selling.
- V. Exactly How Does This Work? - A Look at the Sales Process.
- VI. Looking and Sounding the Part - Networking and Professional Basics.
- VII. Making the Call - What to Say and How to Say It.
- VIII. Now What? - Beyond Introductions.
- IX. But...- Overcoming Objections.
- X. Wrapping It Up - Getting to the Close.
- XI. Servicing Customers after the Sale.
- XII. Enhancing Customer Relationships.



TEAMBUILDING TRAINING

Creating great teams can be a real challenge, even for the best leaders. A well-functioning team could be the source of power and energy. That's why most organizations bring in professional trainers to help them bring a team together for the purpose of better corporate performance. The focal point of this training is to provide the individual participants with tools and resources to become better team players, team leaders through interactive methods, and better understanding of group dynamics.

WHO SHOULD ATTEND

Everyone who would like to better understand, improve and influence his/her role in a work group, as well as for existing or newly forming teams who wish to enhance working relations with colleagues and team members.

PROGRAM OBJECTIVES

By the end of the program participants will

- Improve communication
- Work toward common goals
- Foster healthy competition
- Strengthen relationships
- Break-down barriers and reduce conflicts
- Improve problem solving skills
- Recognize and appreciate everyone's contributions
- Get to know each other better
- Identify and capitalize on the team's strengths
- Create a motivating and enjoyable environment

PROGRAM OUTLINE

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| I. Team or group?
Pacific characteristics of groups,
Group dynamics,
The process of becoming a team
Characteristics and the criterias of
the effectively working team | V. Communication in the team
Patterns of communication
Tools to improve personal communi-
cation
Values and traditions of a team
Extending group values
Team values aligned with the corpo-
rate values
Establishing traditions |
| II. Putting a team together
Typical character roles of the team
Selecting team members
The team working without certain
roles | VI. Organizing and improving the team
Layout for the team
Delegation of tasks
Setting ground rules
The foundations of cooperation |
| III. The personality and role of the manager
Leadership styles and their effects on
the team
Creating the atmosphere for manage-
ment
Communication of managers | VII. Motivating
Motivating team members
Capitalizing the hidden resources of
the team
Panning ahead, teambuilding in the
future
Synchronizing personal and group
expectations |
| IV. Handling conflicts
Internal conflicts
External conflicts
5 ways of handling conflicts
Changes in the team | |



“WE ARE GENERALLY BETTER PERSUADED BY THE REASONS WE DISCOVER OURSELVES THAN BY THOSE GIVEN TO US BY OTHERS.”
/BLAISE PASCAL/

CUSTOMER SERVICE TRAINING

What is good customer service? How can good customer service be turned into great customer service? What are the pitfalls that many people fall into when trying to deliver customer service? Does attitude count? What is the best way to handle difficult customers? What techniques can be used to reduce customer service stress? Find out the answers to those and other important customer service questions during this information-packed training session. Participants will learn what good service is, how to project a customer friendly image, how to handle demanding customers, and more.

WHO SHOULD ATTEND

Receptionists and customer service representatives providing telephone or in person assistance to clients and customers.

PROGRAM OBJECTIVES

As a participant, at this program's conclusion you should be able to

- Describe high quality customer service.
- List the benefits of providing good customer service to both internal and external customers.
- Identify barriers to providing high quality customer service.
- Apply techniques for dealing with angry or upset customers by successfully answering case studies.
- Demonstrate how to measure customer satisfaction levels and take corrective action if needed by successfully answering case studies.
- Understand and identify different behavioral styles and adapt as necessary. Successful understanding will be demonstrated through correct completion of case studies.
- Develop an action plan to improve your customer service skills.

PROGRAM OUTLINE

I. What an Attitude! - Where Service Excellence Starts

looking at what factors make service good vs. those that ruin a customer service interaction.

II. It's Not What You Say... - Rephrasing for Better Relationships

Learning the lesson "it's not what you say but how you say it," is one that takes some people years to understand. Participants will learn how to finesse language so that it will be better received during customer interactions. Special emphasis is placed on learning to say "no" in ways that reduce conflict and eliminating phrases such as, "that's not my job," and "I don't know."

III. The Good, the Bad, and the Ugly - Dealing with Difficult Customers

Not all customers are easy to deal with. Using real-world case studies, participants will learn how to effectively interact with angry customers, complaining customers, those who try to take advantage of the organization, and more.

IV. Tools of the Trade - Voicemail, Email, Memos, and More

When used poorly, certain office communication tools designed to improve business communication and customer service do exactly the opposite. From writing style and grammar to telephone etiquette, this module reviews customer service communication tools and how to use them for maximum effectiveness.

V. What We Can Do Better

This action-oriented module looks at an organization's current customer service practices and asks participants to list the things that they personally and as a group could do immediately, within a few weeks, and within a few months to improve customer service.

VI. Customer Service Stress - 15 Minute Mini Break

Dealing with customers' needs, wants, and frustrations can lead to unneeded stress. Customer Service Excellence - How to Deliver Exceptional Service that Keeps Customers Coming Back concludes with stress management techniques to ensure that the provider stays refreshed and alert and that the service being delivered is the best that it can be.

At the program's conclusion, participants will have an understanding of what makes a good customer service experience, how to deliver excellent customer service, how to deal with difficult customers, and how to take care of themselves.



“DISCOVERY CONSISTS OF SEEING WHAT EVERYBODY HAS SEEN
AND THINKING WHAT NOBODY HAS THOUGHT.”
/ALBERT SZENT-GYÖRGYI/

PROJECT MANAGEMENT TRAINING

The importance of good project management cannot be understated. In today's fast-paced, high-pressured business world, the development of a solid, dependable, repeatable project management style is imperative to the success of any organization. Project management generally starts with a supportive business environment and requires certain personality types to build strong teams. This workshop is designed to take each participant through the main aspects of the Project Management process from Initiation to Closeout.

WHO SHOULD ATTEND

We recommend this program to business managers and staff who are involved in planning, budgeting or executing projects.

PROGRAM OBJECTIVES

By the end of the program participants will

- feel more comfortable utilizing resources
- be able to set realistic goals, clarify their project, and conduct stakeholder analysis
- be able to follow their costs and expenses effectively, timescale and schedule charts
- be able design their project organization in alliance of their parent organization
- be able to build up their the project evaluation and reporting system

COURSE OUTLINE

- I. Introduction of project management
 - The concept of a project
 - Different project organizations
 - Participants
 - Work load management
 - Conflict management
- II. Project contracts
 - Types of contracts
 - Tenders and competition
- III. Project phases and tasks
 - Preparations
 - Need analysis
 - Modeling project outcomes
 - Project memos
 - Planning
 - Network designs and scheduling
 - Setting up the project team
 - Setting up the framework of operation
 - Planning ahead
- IV. Controlling resources (time, finance and HR)
 - Milestone method
 - Ending a project
 - Project post-analysis
 - Continuous support
- V. Managing project finances
 - Preparing the budget
 - Controlling the budget
 - Stakeholder analysis

