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Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Business training

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

992,52 €

PRICE INCL. VAT

1 220,80 €

including 23 % VAT

PDF SYLLABUS

Academy of Business and Sales - Comprehensive Skills

Clear overview of course topics, training scope and key information.

The 5-day Academy of Business and Sales program consists of the courses: Practical Business Skills, Negotiation Skills, Presentation Skills, Professional Telephone and E-mail Communication, Assertive Communication. By completing the course package, you will gain a comprehensive overview of the formal and content aspects of sales conversations. You will find out what is important in a specific stage of business communication and understand the principles of customer decision-making. You will train communication tools for conducting sales conversations and presentations, and gain practical skills in managing critical situations that may occur during sales conversations. The package also includes assertive negotiation training as well as professional e-mail and telephone communication. Note: The modular training program contains 5 training days, with a time gap between them. The listed dates determine the start of the course. For information about the dates of individual program modules, please contact us.

COURSE CONTENT

01

Module 1: Practical Business Skills:

structure and phases of a sales conversation negotiation techniques and tactics, behavior change techniques, identification of customer needs, active listening, basic types of negotiators and partners and their estimation, uncovering untruth and tactical tricks, pressure tactics and defense against them, handling unfair tricks, handling objections, types of objections, use of objections to support sales creation, reading and use of buying signals to close a deal paths to agreement based on the principles of satisfying both parties

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02

Module 2: Negotiation Skills:

Negotiation: what it is and what it is not characteristics of negotiation and business meetings, approaches important stages of negotiation

03

Preparation for the Meeting

obtaining information about the client setting negotiation conditions (place, time, participants) identifying the client's negotiation position and estimating negotiation approaches defining the maximum, minimum and optimum result of the negotiation removing personal blocks and gaining motivation and self-confidence before the meeting

04

Meeting: First Contact

what is important at the first meeting? how to create the best "first impression" introductory rituals and primary calibration of the partner nonverbal communication: use of space, position, seating 1. what a handshake says 2. posture 3. gaze and facial expressions 4. proxemics of the environment partner calibration: positional response identification of the client's negotiation style

05

Meeting: Sales Conversation

Techniques for starting sales conversations 1. small talk 2. questions and how to ask them Monitoring speaking style and identifying the type of negotiator Verbal mirroring, initial argumentation style Active listening techniques Conversation with the client: 1. arousing interest and creating client needs 2. working with silence 3. concessions, offers and rules for their use 4. negotiation techniques 5. handling objections 6. crisis situations in a conversation and tools for solving them

06

Self-defense in Negotiation

how to identify manipulation in a conversation clarification of meanings (generalization, reduction or simplification of meaning) assertiveness and working with an aggressive client mental hygiene of the negotiator

07

Activities Focused on Skills Training

role plays, discussions, dialogues

08 **Module 3: Presentation Skills:**

forms and elements of a presentation how to make a good first impression during a presentation target group - listeners and their information processing styles presentation structure - introduction, body, conclusion how to formulate your ideas concisely visual aids - principles of information visualization self-presentation - verbal and nonverbal expression how to respond to questions from the audience confidence during presentation - how to present persuasively and defend your solution what to do and what not to do during presentations action plan: increasing the level of one's own presentation.

09 **Module 4: Professional Telephone and Email Communication:**

10 **How to Communicate Through Media, Options, Advantages and Disadvantages**

11 **Communication Processes by Phone and E-mail**

12 **How to Achieve the Desired Communication Effect**

structure of a telephone address, techniques of effective telephoning (providing information, identifying needs, engaging the partner), conclusion of a telephone conversation and evaluation of the call, creation and structure of an effective message, persuasive message in four steps

13 **Solving Critical Situations During Telephoning**

managing the conversation, handling communication with different personality types, use of tone and pace of speech, motivating the partner

14 **Security of Telephone and E-mail Communication, Risks and Their Elimination**

15 **Ethical and Legal Restrictions of Telephone and E-mail Communication**

16 **Professional Telephoning**

Structure of a phone call (introduction, conversation, conclusion) Structure of self-introduction, Most frequent mistakes during a telephone conversation, Preparation for telephoning: arguments, questions

17 **Telephone Conversation**

Typology of callers, Ways of dealing with them, Communication styles, Negotiation techniques for a telephone conversation, Nonverbal communication during telephoning

18 **Conclusion: Summary, Motivational Phrases, Farewell**

Paraphrases and summaries, Motivational phrases, Reference to activity after the conversation ends, Evaluation of the phone call

19 **Professional E-mail Communication**

Rules for writing messages, Instructions and practice of techniques for writing effective e-mails, Most frequent mistakes in writing messages, Recommendations for preparing the structure of messages

20 **Handling Crisis Messages**

Providing information by e-mail, Complaints and claims

21 **Module 5: Assertive Communication:**

22 **Definition of Assertiveness**

What assertiveness, aggression and submissiveness are

23 **Philosophy of Assertiveness**

assertive rights and techniques, risks of non-assertive/passive, aggressive/manipulative behavior, emergence of disagreements and conflicts, behavior in limit situations

24 **Types of Reactions**

comparison of assertive and non-assertive behavior, advantages and disadvantages

25 **Types of Conflicts and Options for Solving Them**

Ability to say "no", ask for a favor, accept praise, criticism, etc. Managing emotionally tense situations through assertive techniques

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26

Modeling Situations and Practicing Problem Situations

short theoretical inputs, situation modeling, questionnaire methods, guided discussion, extensive feedback...

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/academy-of-business-and-sales-comprehensive-skills