Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Business training

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

637,00 €

PRICE INCL. VAT

783,51 €

including 23 % VAT

PDF SYLLABUS

Academy of Business and Sales

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

The 3-day Academy of Business and Sales program consists of the courses: Practical Business Skills, Negotiation Skills, Presentation Skills. By completing the course, you will gain a comprehensive overview of the formal and content side of business 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 practice communication tools for conducting business conversations and presentations, and gain practical skills in managing critical situations that may occur during business conversations. Note: The modular training program contains 3 training days, between which there is a time interval. 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 business conversation negotiation techniques and tactics, behavior change techniques, identification of customer needs, active listening, basic types of negotiators and partners and their estimation, uncovering untruths and tactical "tricks", pressure tactics and defense against them, handling unfair tricks, handling objections, types of objections, using objections to support sales creating, reading and using buying signals to close a deal paths to agreement based on the principles of satisfying both parties

02

Module 2: Negotiation Skills:

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

03

Preparation for a Meeting

obtaining information about the client setting negotiation conditions (place, time, participants) identification of the client's negotiation position and estimation of negotiation approaches definition of maximum, minimum and optimum negotiation result tuning out personality blocks and gaining motivation and 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 non-verbal communication: use of space, position, seating 1. what a handshake says 2. postures 3. gaze and facial expressions 4. proxemics of the environment partner calibration: positional response identification of the client's negotiation style

05

Meeting: Business Conversation

Techniques for starting business conversations 1. "small talk" 2. questions and the way they are asked Monitoring speaking style and identifying the type of negotiator Verbal mirroring, starting style of argumentation 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 resolving them

06

Self-Defense in Negotiation

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

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 styles of processing information presentation structure - introduction, core, conclusion how to formulate your thoughts concisely visual aids - principles of information visualization presenting yourself - verbal and non-verbal expression how to respond to questions from the audience confidence during presentation - how to present and defend your solution convincingly what to do and what not to do during presentations action plan: increasing the level of your own presenting.

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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