

The art of effective communications

3 day course

Can you handle internal or external meetings to mutual advantage?

What is the course?

- a hands-on course for anyone who has a client-facing role
- designed for Sales People, Customer Service Staff, Telephone Support Teams, New Managers
- suitable for anyone who wants to build – or refresh - their influencing skills, or who wants to improve their "face-to-face" communications
- The art of effective communications has been successfully taught all over the world and is the foundation course for Oroza's communications training programmes
- suitable as a 'one-off' introductory course or a refresher
- comprises: classroom tuition, practical workshops, individual coaching and peer and instructor feedback.

What are the objectives?

On completion of the course, participants will:

- be able to describe the elements of a structured business meeting
- have practised using these elements in workshops and role play meetings
- be able to apply this knowledge to their own business environment

What topics are covered?

All elements of the client meeting:

- preparing to succeed
- developing rapport, establishing credibility
- customer buying motives, wants and needs
- structured questioning to develop customer needs
- active listening
- handling objections
- making a proposal
- gaining commitment

"It was during the role plays that the models we had learned came to life. All of a sudden I was hearing myself controlling and steering the meeting my way. It was quite a revelation. (Sales Executive, ANIX)

For more information call Oroza Ltd. 01276 300101 or email skills@oroza.com or visit www.oroza.com

Oroza Limited

PO Box 774, Camberley, Surrey, GU16 9XQ