

**Presenting and negotiation:  
tecniche di comunicazione (negoziazione) in lingua inglese – 1° ed**  
Torino, 5, 12, 19, 26 ottobre e 9 novembre 2018  
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**WELCOME:**

**Introduction to course & course guidelines/ground rules**

**Introduction:**

- Cultural contexts
- Communications in a cross cultural context
- Communication parameters

**Help – how do I start well?**

- Taking ownership of the space
- Creating the 'hook' – 'why'
- Controlling the content
- Stating an agenda / being explicit

**Help – is my style the right style?**

- Gauging the audience
- Shared patterns of speech
- Finding the right register
- Effective communications
- Mapping
- Being explicit

**Applied tasks & roleplay**

- The benefits of working with us
- Mapping: signaling & linking: Presenting our **competitive advantage /benchmarking**
- Making a strong start: Presenting the **company & product range /services**

**Data di realizzazione: 5 ottobre 2018 (9.00/13.00)**

**Help – am I interesting?**

- Being memorable
- Being different
- Winning language

**Help – is my message clear / concise / relevant?**

**Applied tasks & roleplay**

**Working with snapshot scripts:**

- Presenting **a product, a service, the team**

**Data di realizzazione: 5 ottobre 2018 (13.45/17.45)**

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### Introduction

- Capturing the audience
- Creating credibility
- Making nerves dynamic
- Let your body do the talking

### Help – am I relevant?

- Tailoring the message
- Credibility

### Applied tasks & roleplay

- Making an alternative start: **Primacy**
- Making a strong close: **Recommending change & inspiring**
- What we can do for you: **Value statements** & presenting a **case study**
- Gaining support & inspiring

**Data di realizzazione: 12 ottobre 2018 (9.00/13.00)**

### Applied tasks & roleplay

#### Storytelling

- What we can do for you
- Making questions work for you
- Sharing your agenda
- Dealing with questions
- Troubleshooting

### THE B2B: applied roleplay

- Introductions
- Proposing/agreeing an agenda
- Eliciting information about buyer company (asking questions & listening)
- What we do & solutions we offer
- Checking, confirming, clarifying, asking questions, reformulating the proposal
- Call for action + wrapping up

**Data di realizzazione: 12 ottobre 2018 (13.45/17.45)**

### Writing skills

- Creating a common pattern of speech
- Cultural & language values
- Italian vs English
- Accessibility
- Clarity- Brevity – Simplicity

### Applied writing tasks

- Email: functional language & applied tasks
- First contact

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Sending the price-list  
Confirming details  
Applied email, etc.  
Website statements

### The power of questions

Building question types

### Information exchange

Applied tasks  
Giving/taking details, facts & figs, product info, services, quality, price, etc.)

### Telephoning

Opening the call  
Language toolkit: creating dynamic language  
Proposing an '**agenda**'  
Achieving the right tone, **credibility** & **sincerity**  
Dealing with needs & requests  
**Checking/clarifying** issues & **confirming** solutions

**Data di realizzazione: 19 ottobre 2018 (9.00/13.00)**

### Applied telephone tasks

#### Telephoning & trouble-shooting

Creating a **positive, dynamic & collaborative** climate  
**Customer care:** dealing with problems, claims & complaints  
(delivery times, timelines, resources, design, compliance, design issues, logistics, delivery, scheduling, etc.)

**Deflating** conflict

#### Reaching agreement / managing disagreement

Summing up, **setting actions & wrapping up**  
Closing the call

### Applied telephone tasks

Cold call: introducing the company  
Arrangements: requesting a meeting  
Taking/confirming orders  
Confirming arrangements

**Data di realizzazione: 19 ottobre 2018 (13.45/17.45)**

### Active listening

Building rapport & the power of questions  
Question forming: open/closed, evaluative, hypothetical, probing, specific & funnel  
"Your business is my business" –**building bridges**  
Exploring & eliciting customer requirements

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**Active listening task:** creating a **collaborative** climate & building rapport

**The Meeting**

Opening – running – closing the meeting

**Applied roleplay**

**Language of interacting**

Checking and clarifying

Eliciting needs

Applying functional meeting language

Applied roleplay

**Decision making**

**Bargaining**

**Applied roleplay**

**Data di realizzazione: 26 ottobre 2018 (9.00/13.00)**

**Negotiating & reaching agreement**

Creative thinking

Assertive language

Functional language

Working towards agreement

**Elevator speeches/5-minute speeches & media support:**

Presentation parameters

My performance

Dealing with questions

Dos and don'ts

Slide tips, tricks & techniques

**PowerPoint: applied roleplay**

PowerPoint presentations

Flipchart

Dealing with questions/critical listeners

**Data di realizzazione: 26 ottobre 2018 (13.45/17.45)**

**Final applied tasks:**

The B2B

The sales call

The 3-minute presentation

Presenting with support material (tablet, brochure, technical data sheets, samples, etc.)

**Oral assessment & written assessment**

**Feedback, results & concluding remarks**

**Wrap-up & close**

**VERIFICA FINALE: 2 ORE**

**Data di realizzazione: 9 novembre 2018 (9.00/13.00)**

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