Presenting and negotiation:
tecniche di comunicazione (negoziazione) in lingua inglese – 3° ed
Torino, 1, 8, 15, 22 febbraio e 1° marzo 2019
Docente: Marcus L. Baines

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: 1° febbraio 2019 (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: 1° febbraio 2019 (13.45/17.45)

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: 8 febbraio 2019 (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: 8 febbraio 2019 (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

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: 15 febbraio 2019 (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: 15 febbraio 2019 (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

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: 22 febbraio 2019 (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: 22 febbraio 2019 (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: 1° marzo 2019 (9.00/13.00)