

**Presenting and negotiation:
tecniche di comunicazione (negoziazione) in lingua inglese – 4° ed**
Torino, 15, 22, 29 marzo e 5, 12 aprile 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: 15 marzo 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: 15 marzo 2019 (13.45/17.45)

in collaborazione con:

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: 22 marzo 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: 22 marzo 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

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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: 29 marzo 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: 29 marzo 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

in collaborazione con:

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: 5 aprile 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: 5 aprile (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: 12 aprile 2019 (9.00/13.00)

in collaborazione con: