

Tecniche di promozione aziendale in lingua inglese: SOS presentation (Avoing disaster and being memorable)

4° edizione: 16, 23, 30 gennaio e 6, 13 febbraio 2018

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**

Docente: Dott. Marcus Baines

Data di realizzazione: 16 gennaio 2018 (9/13.00)

in collaborazione con:

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**
- Presenting **a service**
- Presenting the **team**

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Data di realizzazione: 16 gennaio 2018 (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

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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

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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.)

in collaborazione con:

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

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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
- Monitoring shipments

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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
- The power of questions
- Eliciting needs
- Applying functional meeting language
- Applied roleplay

in collaborazione con:

Decision making
Bargaining
Applied roleplay

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Data di realizzazione: 6 febbraio 2018 (9.00/13.00)

Negotiating & reaching agreement

Creative thinking
Functional language

Elevator speeches/5-minute speeches & media support:

Presentation parameters
My performance
Dealing with questions
Dos and don'ts
Slide structure & layout

PowerPoint: applied roleplay

PowerPoint presentations
Flipchart
Dealing with questions/critical listeners

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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

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Data di realizzazione: 13 febbraio 2018 (9.00/13.00)