

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

1° edizione: 19, 26 settembre – 3, 10 e 17 ottobre 2017

2° edizione: 25 settembre, 2, 9, 16 e 23 ottobre 2017

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:

1° edizione: 19 settembre 2017 (9/12.45)

2° edizione: 25 settembre 2017 (9/12.45)

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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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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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1° edizione: 26 settembre 2017 (9.00/12.45)

2° edizione: 2 ottobre 2017 (9.00/12.45)

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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.)

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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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2° edizione: 9 ottobre 2017 (9.00/12.45)

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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2° edizione: 9 ottobre 2017 (13.30/17.45)

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

The power of questions

Eliciting needs

Applying functional meeting language

Applied roleplay

Decision making

Bargaining

Applied roleplay

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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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2° edizione: 16 ottobre 2017 (13.30/17.45)



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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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1° edizione: 17 ottobre 2017 (9.00/12.45)

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