

COMMUNICATION & INFLUENCING SKILLS



WHY COMMUNICATION IS A PROFESSIONALLY TAUGHT SKILL

Throughout our life most of the training we undertake is based around hard skills. What is critical for the execution of those hard skills is our capacity to communicate in a way that is both effective and efficient in providing a positive outcome.

What our Communication & Influencing Skills Program brings to you is the capacity to affect the outcome of a sale by building rapport through a stronger form of communication.

This program has been designed to provide you with the skills to further both your professional and personal development. This program will also provide you with techniques and processes to help manage relationships with your clients, prospects and peers.

WHAT THIS COMMUNICATION & INFLUENCING SKILLS PROGRAM OFFERS?

This program will develop the required skills necessary to positively influence open and effective communication and inturn sales results.

You will practice powerful techniques to motivate and influence people to answer questions in order to identify their needs. This is achieved through a series of well-structured role plays which allow people to answer, knowing that it is advantageous for them to do so.

You will also explore the importance of setting the agenda through the use of a structure and discover the level of control you actually have when dealing with difficult people.

The program will help establish how to engage your client's in a way that motivates them to at a much deeper level and articulate their true needs, requirements and circumstances.

These techniques will minimise any misunderstanding; builds the appeal of working with you; and reduces the risk of people losing interest, even when the information they are sharing may be technical or unpalatable.

The fundamental skills taught are:

Individual	Corporate
<ul style="list-style-type: none">• Empathic communication• Powerful questioning skills• Empathic listening• The value of comprehensive note taking• How to move away from detrimental learnt behaviours• Structured meeting phases• Setting objectives, strategies, action plans• How to influence the client decision making processes	<ul style="list-style-type: none">• Empathic selling vs. projection selling• Clarity of the client decision making processes• Questioning & Influencing skills• Clarity of buyer needs• Appealing to key emotional & functional drivers• Improved client contact surface• Note taking, how to review and use them in meetings• Setting objectives, strategies, action plans



PROGRAM OUTLINE

You will be introduced to a powerful process of communication. A.S.K.M.E is a comprehensive, practical structure allowing an individual to gather and distil information in order to understand the other people's perspective and communicate their requirements to ensure engagement.

The participants will focus on the A.S.K part of the A.S.K.M.E process.

In small groups they will conduct their own needs analysis and take notes. They will use all of the skills learned to date and will have an observer in the group to help with feedback and coaching. All of the sessions will be de-briefed by the facilitator.

Ask questions, to understand people's needs, requirements, drivers and circumstances.

Seek confirmation, that the needs, requirements, drivers and circumstances are correct.

Knowledge in Summary, recognise, identify and be acquainted with their world from their perspective through the power of summarising.

Meeting needs with a solution, customised to suit the agreed set of requirements, drivers and circumstances

Ensure acceptance of your solution.

Built around this aforementioned three step process and outcomes, you will also learn the underpinning of key meta-programs (genetic systems) which govern the personality and behaviour of individuals.

PROGRAM CONTENT OVERVIEW

- Your Own Personal Objectives
- The Four Stages of Learning
- The A.S.K.M.E Structure (A Five Step Influencing Process)
- Types of Questions
- The Seven Honest People that Taught Me all I Know!
- Meta Program (Genetic Systems) Global - Specific
- Interactive and Engaging Targeted role plays
- Powerful Questioning Techniques
- The Advantages of the Summary Technique
- Introduction of the of Listening Skills from the Role Plays
- Recap the Power of Note Taking from the Role Plays

FOLLOW ON SUPPORT TOOLS

There is ongoing support tools and material designed to provide guidance and advice for participants.

A.S.K. - PROCESS – a simple, practical yet powerful communication sales structure that will give the broker control over the communication sales process

Support Material – Handout and reference material.

- The Process of Influence H/O
- Winning Strategies of Successful Confident People H/O
- The Impact of First Impressions H/O

ACHIEVABLE OUTCOMES

Upon completion of this program, you will:

- Be able to communicate in a non-confrontational, empathic way.
- Be able to listen with intent and understand the needs of whomever you are communicating with.
- Build rapport, the true art of “reducing differences and increasing similarities.”
- Utilise a step by step process of communication that allows you to influence outcomes.
- Understand the fundamentals of capturing accurate information which will allow you to deliver or articulate a solution which is readily accepted.
- Understand the different ways people sense and interpret new information.
- Appreciate some of the psychological principles that underpin how people can be enrolled through the art of questioning.



Epoch Australia
THE BEGINNING OF AN ERA

- Be able to use a structure for questioning and communicating more effectively and efficiently.
- Be able to uncover the listener's needs, requirements, drivers and circumstances and deliver on their expectations.
- Motivate the listener to be totally involved in the communication process easily.
- Have the confidence and knowledge to engage people at all levels.

HOW WE FACILITATE THIS PROGRAM

Using a small workshop environment Epoch Australia will conduct the session over one day and introduce the participants to techniques and skills that will change how they communicate for the rest of their lives.

The session will incorporate strategic interactive group role plays to demonstrate the power behind each of these skills they are introduced to.

This clarification will support the learning and needs to be practiced for at least 12 months to stop you from falling back into old habits.

These role plays will highlight:

- Communication skills of master influencers
- How learnt behaviours effect our interaction and outcomes
- Where your Communication skills sit in the Four Stages of Learning model.
- How ineffective our communication skills can be
- How to build rapport, the true art.
- Powerful questioning skills – learn the psychology behind what motivates people to make decisions through communication.
- How little we listen with the intent to understand
- How often we are thinking of the next question while somebody is talking.
- The keys of language and preferences behind the people's words.

WHO SHOULD ATTEND

Anybody that is interested in developing their Communication and Influencing Skills including:
Operations & Administration

- Sales Managers
- Internals Sales Consultants
- Sales Representatives
- Account & Territory Managers
- Customer Service
- Relationship Managers
- BDM's & SRMs



WHAT OTHERS SAY ABOUT THE PROGRAM

"I started the session optimistic about learning at least one good idea on process that could assist me in sales. The experience has been more than the one or two great ideas and more of a paradigm shift, particularly in communication skills. I thought this would be a sales training session and it has proven to be more of a life changing experience. I thought I was a good listener and found that I listen but now I have a more structured way to listen and more importantly a better way to communicate not only at work but with friends & family as well."

Rohilesh Sing - Hutchison 3G Telecom

PROGRAM DURATION:

One Day Program	
Includes:	
• Comprehensive Course Manual	• Communication tools
• Hand outs	• Follow up coaching session

HOW TO REGISTER:

Contact Louise Eiseman at Epoch Australia on 02 9929 3509 or email her at louise@epochaustralia.com for course dates and location as well as a registration form.

