Mind PLUS

Professional Training Solutions

Developing technical and emotional team skills to fullest extent!

"A group becomes a team when each member is sure enough of himself and his contribution to praise the skill of the others." – Norman S. Hidle

Great products and services are made and delivered by great teams. Working in a successful and happy team is extremely satisfying. The cooperative atmosphere, the ease of achieving big results and the sense of significance of belonging to a successful team is very appealing. Working as part of such optimal teams is the dream of any individual and organisation.

This course focuses on transforming a group of people to a team of motivated individuals who work smoothly towards a common goal. Delegates are introduced to the concept of Team Roles and explore different ways of recognising and establishing their roles within the team. This knowledge enables team workers to manage their roles and responsibilities in the team and avoid gaps or overlaps in roles.

This course accommodates two needs:

● Your first option is to teach a series of theoretical learning points about an ideal team followed by exercises.

● Your second option is to get a number of people to participate in a series of exercises so that they accumulate a shared experience and end up feeling more as a team.

With the content provided in this course, as explained below, you can achieve both options. The first model is ideal for members of a team who have worked with each other in the past and now want to streamline their communication and eliminate bad habits that might have developed. The second option is more ideal for a newly assembled team.

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In this course delegates will learn:

Ideal Teams

- What are the advantages of working in a team and why should you care?
- What are the three core management responsibilities and what does this mean for team members?
- What three elements should be addressed to avoid ending up with a dysfunctional team?

Team Life Cycle

- How teams progress over time.
- How quickly can teams go from one stage to another towards the ideal team?
- What are the ideal leadership styles for an ideal team?

Team Roles

- What roles can each team member take and how does this affect the rest of the team?
- What are the positive and negative qualities of these roles?
- What are the examples of these roles?
- What combinations of roles do you need to have in an ideal team?
- Which types of people are ideal for which types of roles?

Network Effect

- How to visualise a team's communication channels.
- How to identify isolated, overloaded, under-loaded, critical and other types of members? What does this mean for a team.
- What are structural components of a team and how do they contribute to a team's success?

Emotional Intelligence

- How does IQ compare with EQ in teams.
- What is empathy?
- How to deliver an empathic communication.
- How to give and receive feedback.
- How to praise.
- How to take advantage of non-verbal communications and body language.

Team Coaching

- How to systematically manage teams based on their maturity.
- How to encourage teams to solve problems collectively.
- How to increase a team's efficiency using peer-to-peer and management coaching.
- What techniques lead to increased bonding, trust and professionalism in teams.

A team building course is about getting people to interact with each other. As a result the course is designed to teach the theory through practice. Every concept explained in the course is followed by a relevant exercise which a trainer can use to further emphasise a key point.

The course contains more than 20 practical exercises that our trainer can choose from to tailor the course based on the delegates' needs. Delegates will have a chance to participate in exercises on subjects such as coaching, cooperation, problem solving, trust and emotional skills.

The exercises include 12 optional activities which can be used to extend the course further or to focus on specific areas based on delegates' needs. These exercises can be used to increase the bonding between team members through shared experience or collective problem solving. All exercises are exclusive to this course and each exercise has been designed specifically in line with a concept vital to the making of a successful team.

By the end of this course, delegates will learn how to communicate with each other to get better results, how to think beyond the little details and think of the main objective, how to support each other using emotional skills and coaching skills to provide feedback and increase trust and reliability throughout the team.

- ➔ Audience: Anyone.
- ➔ Prerequisites: None.
- ➔ Course Duration: 1 day. The course contains an extra 12 exercises (in addition to dozens provided as part of the main course) that you can use to either extend the course to more than one day or to optimise it based on your needs.

"The first responsibility of a leader is to define reality. The last is to say thank you. In between the two, the leader must become a servant and a debtor. That sums up the progress of an artful leader." – Max DePree

➜ What does it take to become an effective leader? ➜ Is leadership a natural talent or an acquired skill? ➜ Is management the same as leadership?

What are the differences between tactical and strategically planned leadership styles?

If you are looking for an answer to any of the above questions, then you are in the right place. This course offers effective skills and practical solutions for successful leadership. Detailed course materials, exercises and a comprehensive action plan at the end of the course will maximise your learning and allows you to take full advantage of these newly acquired skills once back at work.

This course aims to help you in:

● Inspiring your team.
● Assessing the needs of stakeholders.
● Spotting the trends quickly and effectively.
● Influencing the key people.

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Effective leaders have acquired a set of skills and developed behaviours that set them apart from others. Successful leaders inspire and motivate people. They have the ability to create a vision and transfer it to those around them. They encourage hope, positivity, ambition and compassion. They are good communicators; know about planning and more importantly they can manage people. While all good managers are not leaders, all successful leaders certainly know how to manage people.

Good leaders have strong values, defined goals and clear plans to achieve those goals however they are pragmatic and embrace change. Their flexible approach allows them to change their strategy and to deal with different situations and unexpected developments, especially in times of crisis. They are good problem solvers and encourage creativity, confidence and determination in their staff to overcome setbacks and problems.

Although skills are an important part of making a strong leader, it is the behaviour that often marks a successful leader. Great leaders show integrity, enthusiasm, determination, confidence and wisdom. They understand people's needs and group characteristics. They appreciate hard work and reward it accordingly.

1. Goal Orientated Thinking
Effective leadership without defined goals and objectives is impossible. As a successful leader you have to make it clear to your staff what are the common goals of your organisation.

2. Strategy
You need a strategy to achieve your goals. A clear and comprehensive strategy will prevent the team getting carried away with unimportant details and help them focus on the main objective.

3. Centre of the Network
Strong leaders are at the centre of organisations. They are capable of interacting with a full circle of people, from staff to stakeholders. This interaction allows you to identify needs and recognise opportunities.

4. Influence
Successful leaders understand the art of influence. They know who to influence and how. Learning about different influence techniques to use on a variety of people will not only increase your authority but also increase the chance of success.

5. Motivation & Questioning Techniques
Motivation increases enthusiasm, positive energy and productivity. By understanding your team's vision you learn to motivate them effectively. Using the right questioning techniques will also help you in reaching to the bottom of problems and encourage efficient problem solving.

6. Developing People
As a strong leader you need to understand your people's perspective, their abilities and vision in order to bring the best out of them. Don't forget that as a successful leader you are a role model and should live up to it.

7. Leadership Styles
Some leaders have one leadership style which works in some situations but not in others. Effective leaders however understand the value of pragmatism and develop different styles of leadership suitable for changing environments. You will learn about different styles of leadership and what style to use in different situations and with different people.

8. Delegation
Effective delegation not only gives a leader more time to deal with more important issues, it also increases team's confidence in their abilities. Learn the rules of effective delegation.

9. Creative Thinking
You will learn how to brainstorm, inspire your team to become more creative, encourage contribution and how to capture ideas and information.

10. Risk & Opportunity Management
As a leader you need to identify risks promptly in order to deal with them effectively and to prevent any future problems. Recognising opportunities on time will allow you to take advantage of situations successfully.

11. Action Plan
At the end of this course you will create an action plan which will improve your leadership skills.

➔ Audience: Anyone who needs to be in a leading role will benefit from the skills provided on this course.
➔ Course Duration: 2 Days.

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"There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave." - Dale Carnegie

We all want to give interesting, effective and memorable presentations. Your main objective as a presenter is to deliver a message. Your presentation is your pitch. To deliver that pitch perfectly, you need to borrow from a variety of fields; psychology, art & design, IT, politics and of course your own domain which is the subject of the presentation.

To deliver a great presentation you must use all of these domains, which means you must master the following:

● Understand the psychology of your audience and prepare your message accordingly to appeal to their emotions and get maximum results.
● Create a "wow" factor by using the latest IT tools and technology to put your ideas together and organise your content.
● Appeal to the artistic side of your audience and design your presentation to look professional.

● Deliver with confidence to show that you understand your own content and appear convincing.
● Leave a long lasting positive effect on your audience so that they would never forget your message.

This course covers all of the above areas by using a variety of interactive and practical exercises which prepare the delegates for their ultimate presentation.

This course explores the latest methodologies used in delivering presentations. In our experience, there are two types of delegates:

● Inexperienced or new. This course teaches the delegates how to gather their content, how to make their slides (if any is needed), how to deliver and how to make their message stand out from others.

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- With experience. Experienced presenters suffer from bad habits accumulated over time and also lack of knowledge of new tools and techniques since they picked up the knowledge years ago. This course helps these delegates to master the skill through many hands on exercises so they can leverage their current experience to polish their presentations and deliver as good as they are capable of.

The course focuses on the latest practices in presentation skills especially in business and academic environments. Much has changed in recent years and the ever increasing range of presentation tools and their respective feature-set has allowed many presenters to fall into the trap of feature overuse. To address these issues, the course covers a set of best design practices so delegates know what to avoid during the preparation and delivery of their presentations.

It is established that the best way to learn is by example. Many visual examples of good and bad content are provided which help the delegates to quickly understand what works and what doesn't.

Schedule

The course contains a pre-course assignment where delegates need to prepare a presentation. During the course, they will learn how to improve their presentation and at the end, they will deliver this presentation once more to be evaluated based on a set of performance criteria. Instructions and forms are provided in the package. There is enough content in this course to run it over two days and you may need to do this if you have many delegates to teach. In this case, delegates can practice their presentation at home after learning a number of key topics during the first day and proceed to present their updated version during the second day for evaluation and feedback.

In this highly practical course delegates will learn:

Presentation Types

- What are the implications of the size of the audience?
- How to approach the design of a presentation and learn which areas you need to focus on most?
- What types of presentations exist and what are the differences between them?
- How different types of audiences dictate different kinds of presentations?

Approach

- What techniques can you use to engage the audience such as laughter, story-telling, etc.?
- What can you do to make your presentation viral so that your audience will spread your message through word of mouth?
- How to make an engaging story that your audience will remember.

- How to have an impact.
- How to start your presentation to fully engage your audience.

Preparation

- What steps do you need to take to prepare a presentation from a blank sheet all the way to a comprehensive presentation?
- How to use interactive content to engage the crowd.
- What types of content you need to produce?
- What questions do you need to ask yourself?

Structure

- How to use a minimal slide design to get maximum effect.
- How to do storyboarding.
- How to structure the slides to get maximum effect.
- What to avoid when designing your slides?
- Why certain popular features of common presentation software packages such as Power Point are not useful and what can you do about them?
- How to avoid "Death by Power Point".
- How to place various components such as text, images and headings on your slides for maximum clarity and impact.

Delivery

- How to deliver a presentation with reduced anxiety.
- How to have the correct body language so you come across as a 'great' presenter.
- How to become a communicator rather than act only as a presenter.
- How not to bore the crowd.
- How to handle questions.

Environment

- How to take advantage of the environment.
- What not to do during presentations which may undermine you or your message?

➔ Audience: Anyone.
➔ Prerequisites: None.
➔ Course Duration: 1 or 2 days. The course contains a lot of content and many practical exercises that can easily be extended to cover more than one day.

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"Sit down to write what you have thought, and not to think about what you shall write." – William Cobbett

1-Day Course on Business Writing, Technical Documents and How to Write Clearly for Maximum Impact.

The ability to communicate clearly is an important skill. Many of today's inter-personal communication take place through writing. Targeted, concise and persuasive text can make all the difference when trying to convince someone of your ideas, services or products. Achieving results through proposals, reports, technical texts, emails, memos, etc. depends on your ability to successfully persuade your readers and help them understand your ideas and act on them.

This comprehensive course focuses on all aspects of writing business texts, documents, reports, etc. that are used regularly in most jobs and professions. It covers the full life cycle of writing, starting from understanding the audience, collecting material, planning the structure, organising, writing clearly, styling, presentation and the general strategy required to make the text more convincing and targeted.

The course contains a variety of detailed sessions, each focusing on different aspects of this life cycle. Each session provides step-by-step guidelines on how to approach the subject and is followed by exercises where delegates can immediately practice the skill.

Research shows that the best way to learn is by example. All sessions contain specific examples that show exactly how recommended guidelines can be implemented in practice. Examples of good and bad text are carefully constructed to show what works and what doesn't, so delegates can quickly apply those guidelines while participating in training exercises and later to real-world scenarios.

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Report Writing

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In this highly practical course delegates will learn:

Report Writing Strategy

- How people read and what are the implications for an author?
- What do you need to consider before writing?
- What is the ideal structure of a technical writing or report?
- How to think of your purpose to make your writing activity easier.
- What is the ideal tense to use in report writing?
- When should you write in first-person, second-person or third-person?

Persuading Readers

- What are the common persuasion tactics employed by authors?
- What are the differences between direct and indirect approaches to persuasion?
- When should you go for global view in contrast with the details?
- When should you explain complex content in contrast with simple content?
- How to sequence your content based on common dimensions, such as urgency, importance and chronology.

Collecting and Organising Content

- What is the most effective way to prepare content for writing reports?
- How to exploit the visual power of your brain through mind maps and organise your content.
- How to increase your creativity using simple yet powerful tools and techniques.

Styling and Presentation

- How to use headings.
- How to increase the visual impact of your presentation to get maximum effect.
- How to use tables, graphs, bullet points, margins, etc. to enhance your message.
- What are the most effective styles such as fonts, font sizes, effects, paginations and line spacing? How to use these styles to make your message clearer, without distracting the reader through overuse of these effects.

Increasing the Impact through Language

- How to deliver your message as quickly and clearly as possible.
- What are the common techniques employed by professional writers in delivering an engaging text?
- How to make your message viral.
- How to avoid vague writing that can lead to misunderstanding.
- How to use technical terms to serve your message.
- What is an ideal tone to convince a reader and keep him engaged?
- How to sequence your statements to make them more convincing.

Using Clear English

- How to increase the clarity of your English using simpler sentence structures.
- How to use action verbs.
- How to warm up the reader before explaining potentially complex topics.

High Impact Summaries

- How to structure executive summaries.
- How to plan summaries to get best results.
- Which areas need more focus and are read more frequently?

Writing Titles that Grab Attention

- How to use proven formulas used by mass media to create engaging titles.
- How to create catchy or descriptive headlines.

Selling Your Ideas

- How to write to sell.
- How to structure your text to convince your audience of your cause.
- How to appeal to emotions.

➔ Audience: Anyone.
➔ Prerequisites: None.
➔ Course Duration: 1 day.

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Train the Trainer: Delivery Skills

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"The gem cannot be polished without friction, nor man perfected without trials." - Chinese proverb

How to Train Others With Minimum Effort and Get Maximum Results. All You Need to Prepare Trainers For A Successful Training Course Delivery. Includes Comprehensive Assessment Resources.

Delivering a training course requires many skills. A trainer must know the content well or be an expert in it, be able to communicate well, know how learning works, have a high level of empathy to understand what delegates are going through and be able to show enthusiasm about the content.

Since these are only skills, anyone can master them with correct training. Trainers must feel confident about their domain or expertise, however a good trainer must possess a set of skills directly dedicated to training others and on transfer of knowledge from one person to another.

People always remember a good teacher many years later and the same applies to the training world. Becoming a good trainer is not at all hard. All you need to do is to practice the required skills and have persistence to use them. Next, adjust your performance based on the feedback from your delegates and how much they have learned from your delivery session.

"A Comprehensive Course on Train The Trainer, Utilising the Latest Research in Learning and Effective Transfer of Knowledge"

However, there is a catch. Most people go through many forms of training in their lifetime and when it comes to delivering a training course, many simply copy what was used on them. Invariably they were lectured and presented to during their education and trainers simply use the same techniques to train others. Unfortunately this leads to sub-optimal results since training is very different from lecturing. The most important lesson a trainer must learn is this distinction which does not come naturally and it is a skill that needs to be acquired through practice and persistence.

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This course allows trainers to acquire critical skills by understanding the way they work and delegate's learning patterns. The course employs the same mechanism to train learners; hence learners can see the method both in theory and in practice. As a result, this comprehensive course allows delegates to learn a substantial amount of content in a very short time.

The course prepares delegates to deliver outstanding training sessions regardless of the topic. In addition, it also prepares delegates to use dedicated MindPlus training materials which are designed in line with Accelerated Leaning principles discussed in the course.

- Use Accelerated Learning to Increase Pace of Learning.
- Exploit Human Memory Patterns.
- Improve Understanding of Group Dynamics.
- Learn to Teach By Examples.
- Handle Difficult People & Learn to Coach.
- Maximise Impact by Delivering a Memorable Presentation.
- Increase Knowledge Transfer by Configuring Your Environment.
- Ask the Right Questions and Fully Engage Participants at All Times.
- Show Confidence Using Correct Body Language.
- Learn to Focus on Facilitation & Training as Opposed to Lecturing.

Training Presentations & Demonstrations

Delegates learn to practice all the skills taught. Delegates are expected to bring a prepared session to the course and present it. Comprehensive instructions are provided to systematically assess their performance and provide feedback used to tailor the course to their specific needs. Learners will participate in many exercises designed to teach them specific skills such as sequencing, delivery, body language, verbal skills etc. Home assignments are provided where participants are expected to prepare for next day's training sessions.

Participants present their sessions and get assessed on their performance. Comprehensive instructions are provided on assessment. This is recorded based on 4 sets of criteria on content, delivery and sequence which is explored during the course. Delegates who pass according to a set standard will be awarded a certificate of achievement.

Day 1

How Learning Works

- What is Accelerated Learning and how to take advantage of it in a training environment?
- What are instructional methods and which types are suitable for training?
- What is Competency Based Training?

How to Sequence Your Content

- What is an ideal order of content to go through when delivering a course?
- What should be included in the introduction?
- What should be included in the body?
- What should be covered at the end of the course?

How to Present Your Content

- How to balance the distribution of your content to get best results?
- What is the effect of using examples and case studies in training?
- How to monitor progress?
- How to deliver the information to increase memory retention and learning?
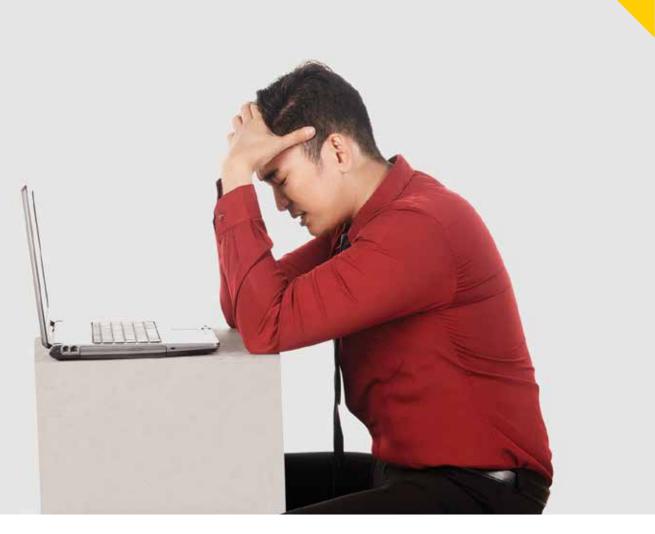- How to exploit repetition?

How to Plan Your Training

- How humans process information and what does it mean for a trainer?
- What materials do you need to run a course?
- What tools to use to boost the effectiveness of your training and increase learning pace?
- How to use little-known MS Power Point features to enhance your training?
- How to prepare for delivery of a course?

Training Presentations

- Pre-set prepared training sessions.
- Receive systematic feedback on these presentations.
- Prepare new training sessions for assessment.

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"A man is but the product of his thoughts what he thinks, he becomes." - Mahatma Gandhi

1-Day Course on Theory, Psychological and Physiological Aspects of Stress Management. Includes Many Exercises, Scenarios and Case Studies with Examples.

In today's world, we experience a lot of demand for our time, inputs and contributions to the organisation we work for and the society at large. Such demands are increasing as the world becomes more complex due to technological progress which inevitably leads to more stress.

As a result, managing stress is a critical skill that you must master and pay more attention to as we advance more into the future. Stress management is about increasing productivity and operating at peak performance. With the right level of stress you can achieve as much as you are capable of, not to mention a higher chance of enjoying what you do when you are at it.

This course walks through many aspects of stress management such as time management, people skills, motivation, diet, influence techniques, right mentality, assertiveness and so on. Each topic is explored in detail and exercises are provided to emphasis the skills during the course.

Managing stress requires the correct mentality and attitude towards life. This course, through several sessions and subjects, repeatedly explores this important topic so that the delegates are more likely to adapt to the new point of view and approach life with the right skills to get maximum results.

"Includes examples, scenarios, conversations and group exercises to use and learn how to operate at peak performance."

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In this highly practical course participants will learn:

What is Stress?

- What is the impact of stress at individual or organisational level?
- How to monitor yourself to detect the early signs of stress.
- What are the myths about stress?
- Can stress be good?
- How to take advantage of stress to increase your performance.
- How to interact with people and manage your stress to get maximum results.
- How to manage the impact of stress on your life.

How to Monitor Stress

- How to look for signals that tell you how stressed you are.
- Why monitoring these signals is the first critical step in addressing stress?
- How to read body language signals.
- How to observe your emotions when getting stressed and respond to them accordingly.

How to Avoid Extreme Distress

- What is distress?
- How to be assertive when communicating with others and how can this help you to reduce your stress.
- How to organise and use time management to increase performance and reduce stress.
- How to delegate to maximise your output.
- What are the critical body language signals in assertive communication?

How to Manage Physiological Stress

- How correct breathing can help you to become more productive.
- How to use diet to manage stress.
- What physical exercises work best to relieve stress?

How to Reduce Stress

- How to use a set of eleven techniques to reduce stress? (These techniques are extensively explained and are accompanied with various exercises so delegates can practice them).

How to Say No

- How being able to say no can relieve your stress.
- How to say no and offload work from your busy life.

How to Be Positive

- How to use the power of positive thinking to master the art of stress management.
- How to use imagination to address stress.

➔ Audience: Anyone.
➔ Prerequisites: None.
➔ Course Duration: 1 Day.

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Customer Service Skills

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"As to methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principle, is sure to have trouble."
— Ralph Waldo Emerson

1-Day Course Introducing Principles of Outstanding Customer Service. Includes many Customer Care Scenarios and Role Plays.

Every time you offer your service or products to another person, you become a customer service representative and that person is now your customer. Anyone involved in business or organisation therefore needs to know the principals of effective customer service skills. Knowing how to deal with customers in difficult situations, how to respond to their requests or concerns or simply providing a positive and memorable experience for your clients helps you and your company to rise above the competition. Customer service is a skill which can be learned and mastered through practice and persistence.

This course introduces delegates to the core principles of customer service. By employing these values and adopting the correct attitude, delegates will be able to handle the vast majority of customer interactions with ease no matter how unusual or complicated they are.

The focus of the course is to teach handling customer service scenarios through a variety of examples as this is the quickest way that delegates learn. Examples are provided for many environments such as retail, face-to-face customer service, help-desk, client meetings, call centre support, medical support and so on. Delegates also explore a number of methods to handle customer complaints, learn how to say 'no' and discover how to tackle different challenges professionally.

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"Contains many case studies and customer facing scenarios addressing common communication problems."

In addition, related communication skills are also covered. Topics such as body language, correctly structuring sentences for maximum effect and communicating on the phone are discussed and best practices are shown.

In this highly practical course delegates will learn:

Customer Service Principles

- What are the fundamentals of customer service principles?
- How to interact with different types of customers and different personalities
- What customers want and how to satisfy them?

Questioning Techniques

- How to encourage a customer to give you more information by using correct questioning techniques.
- How to use leading questions.
- How to sequence your sentences for maximum effect.
- Emotional Intelligence.
- How to empathise with customers and maintain rapport.
- How to show you understand the customer and care about their problems.

Customer Service Scenarios

- What does it mean to handle a customer professionally?
- What are the common challenging customer service scenarios and how to handle them?
- How to handle angry customers.
- How to handle swearing customers.
- How to handle mistrustful customers.
- How to handle demanding customers.
- How to handle a developing long queue.

Handling Complaints

- How to handle complaints.
- What are the principles of handling unhappy customers?
- How to deliver a "Soft No".

Telephone Skills

- How to handle phone calls.
- How to put a customer on hold.
- How to refer a customer to a colleague.
- How to end a phone call.

Body Language

- What body language signals are most critical for a great first impression?
- What gestures put customers at ease and let you establish rapport with them?
- How to spot the lies through body language.

➔ Audience: Anyone.
➔ Prerequisites: None.
➔ Course Duration: 1 Day.

"A sale is not something you pursue, it is something that happens to you while you are immersed in serving your customer." – Unknown

Fundamentals of Selling and Creating Loyal Customers. 1-Day Training Course Exploring Traditional and Modern Approaches of Selling Includes Variety of Sales Exercises.

Since the industrial revolution, the world has gone though a major development frenzy leading to the production of the vast number of products and services that we enjoy today. As the number of products, ideas and concepts have increased, so has the need to inform and convince others of their benefits and applications to personal and professional lives. Sales skills therefore have become a vital part of any successful business and organization. The sophisticated sales industry active today has introduced new selling philosophies and pioneered modern techniques and sales methodologies.

Whether you are directly involved in sales as a salesperson or the production of these products or services, knowing how to sell is an incredibly useful skill. This comprehensive course, introduces traditional (influence-based) and modern (facilitative and consultative based) selling techniques and prepares the delegates for a variety of sales environments from retail and customer facing selling to sophisticated business-to-business trade involving large projects.

Psychology is one of the main components of this course. There is an emphasis on customer loyalty which is responsible for most sales and long term profitability of any business. As a salesperson you need to take specific steps (relying heavily on many psychological aspects) to create a loyal customer that keeps coming back to you time and again.

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This course contains many exercises, role-plays, and guidelines to help the delegates master the sales skills during the course and start applying their newly acquired knowledge to their professional lives straight away. Bite sized group exercises are also provided that focus on specific concepts. These are then followed by more comprehensive sales exercises that help the delegates put a series of smaller skills into practice and learn how to approach sale events as a whole.

In this day-long highly practical course delegates will learn:

Why People Buy?

- What are sales myths?
- What attitudes work best to make the most conversations?
- What is the relationship between sales and marketing?
- What makes people accept a salesperson's offer?

What Framework Should You Follow When Selling?

- What are the historical approaches to selling?
- What steps should you follow explicitly to get results?
- How to close a deal with ease.

What Strategies Should You Follow?

- How to overcome objections.
- How to produce a convincing presentation.
- How to prepare for a sales activity and what should you pay attention to before attending a sales meeting to increase your chances of success.
- How to be an ethical salesperson.
- What are the historical sales strategies and how have they progressed through time?

What is The Best Way to Structure Your Sales Pitch?

- What formula works best?
- How to create a loyal customer by delivering a pitch directly targeted at them.
- How to respond to a customer's needs.

How to Use Modern Approaches of Selling?

- What are the best strategies to use in business-to-business sales activities?
- How to establish rapport and gain the trust of the customer.
- What are the differences between modern and traditional sales techniques and how can you take advantage of these new trends?
- How does a successful salesperson cope with changes in modern trading?

How to Present Yourself Optimally Using Psychology?

- How does first impression work and how to take advantage of it?
- How to read the body language of a customer and use your own body language to emphasise key points.
- How to improve your listening skills.
- How to appear more confident.

- Audience: Anyone.
- Prerequisites: None.
- Course Duration: 1 day.

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"When people talk, listen completely. Most people never listen."
– Ernest Hemingway

1-Day Course on Mastering the Art of Professional Phone Conversations, Suitable for Employees, Call Centre Staff, Customer Service Personnel and Anyone Who Uses Phones Regularly.

In today's world, phone calls play an important part in our everyday communications in both personal and professional roles. Phone conversations deny us the benefit of making eye contacts or observing others body language to make our interaction more effective. Therefore it is of the utmost importance to learn the skills necessary for handling a professional phone call and avoid misunderstandings and unnecessary challenges.

The rise of telephone services provided in global call centres and the expectation of consumers to get a good service no matter where they call has resulted in an ideal "etiquette". This etiquette must be followed and mastered by anyone who relies on telephone conversations as a means of communication with customers or colleagues. With the popularity of mobile phones people are now available almost anywhere and at anytime and knowing how to handle phone calls has become more important than ever before.

This course contains a lot of materials that cover different aspects of holding conversations on the phone. Delegates will learn how to handle angry or demanding callers, how to establish rapport, how to obtain information or provide it and how to structure their sentences to get maximum results. The course is suitable for handling business or office phone calls, customer service or sales departments and call centres.

The course is packed with examples, case studies and conversations capturing both professional and suboptimal conversations.

The best way to learn telephone skills is by example. The course is packed with examples and exercises. Many guidelines and scenarios are provided to help delegates understand how to handle various challenging situations. The course contains examples on both good and unhelpful phone conversations to familiarise participants with different responses and help them understand ways of dealing with a variety of possible situations.

Developing technical and emotional team skills to fullest extent!

Telephone Skills

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As with all MindPlus Training courses, this course heavily relies on Accelerated Learning principles which facilitate the transfer of knowledge as efficiently as possible.

In this highly practical course delegates will learn:

How to Serve People on the Phone

- What is it that callers are looking for?
- What do you want?
- What people don't like about phone conversations?

How to Establish Rapport

- How to connect to callers emotionally.
- How to control your tone of voice.
- How to be emotionally skilled.

How to Obtain Information

- How to ask efficient questions to get maximum amount of information.
- How to minimise misunderstandings.
- How to ask probing questions.

How to Provide Information

- How to present data or guidelines so a customer can easily follow and understand.
- What not to do when providing information?

How to Hold Telephone Conversations

- What are common situations you need to handle when on the phone?
- How to open phone conversations.
- How to answer phones.
- How to close a phone conversation.
- How to put on hold.
- How to transfer.
- How to pick up someone else's phone.

How to Control Your Tone & Your Content

- How to structure your sentences.
- How to get around the lack of body language signals.
- How to talk with an appropriate rate of speech.

How to Deal with Common Scenarios

- How to respond to angry, demanding or other types of callers.
- What strategies can you use when you encounter difficult situations?

How to Listen

- How to exploit the power of listening skills.
- How to show that you understand a callers request.

→ Audience: Anyone.
→ Prerequisites: None.
→ Course Duration: 1 Day.

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"Customers don't expect you to be perfect. They do expect you to fix things when they go wrong." - Donald Porter

1-Day Course on How to Respond to and Manage Customer Complaints.

Complaint handling is an essential and useful skill. Whether it is your customer who is complaining, or your client, supplier or even your colleague, you have a great opportunity to see yourself from another's point of view. This feedback can prove to be invaluable and the handling of such criticism can do wonders for the image and productivity of your business.

It is often said that the way you handle a complaint is far more important than the solution you provide. Indeed, research shows that skilled handling can lead to long term customer loyalty. There is also an increased likelihood for your customers to spread the word and let others know about your great service.

Handling complaints well requires practice and an exposure to a wide variety of situations. This course is fundamentally designed around examples and scenarios to accelerate this exposure and help delegates to quickly go through a series of common scenarios.

Critical examples are provided on how a particular situation can be addressed poorly and what better alternatives exist in handling such situations. By observing bad attitudes and conversations, delegates can quickly learn what doesn't work and why. This helps them to remember the skills longer and apply them more successfully in real world situations.

Delegates get to participate in interactive exercises, group activities and role-play to master the skills and become better at handling confrontations, aggressive or difficult people.

As always, the training resources contain all you need to run a course on handling complaints, including numerous exercises, workbook and comprehensive trainer notes.

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In this highly practical course delegates will learn:

Nature of Complaints

- Why people complain?
- Who complains?
- What people think of complainers?
- What is the correct attitude towards complaints and handling complaints?

Listening Skills

- What types of listeners exist?
- What are advantages and disadvantages of each listening type?
- What is Active Listening?
- How does Active Listening help you handle complaints better?

Handling Complaints

- What types of complainers exist?
- What are the best strategies to deal with each type of complainer?
- What should you be aware of when dealing with each type to prevent the encounter from becoming unproductive?

Complaint Handling Scenarios

- What are the common challenging scenarios when handling complaints or serving customers?
- How to handle aggressive complainers.
- How to stop people from using others as an audience when complaining.
- What to avoid when handling complaints to reduce the likelihood of confrontations?
- How to deal with slow speakers.
- How to manage careless remarks.
- Assertiveness Skills.
- What is assertiveness?
- How to be assertive.
- How does assertiveness differ from aggressive or passive behaviour?
- How to construct your sentences to express yourself assertively when responding to complaints.

Body Language

- What are the critical postures and gestures to observe when handling complaints?
- How not to appear defensive and confrontational.
- What postures to use to make the other person feel calm and cared for?
- What body language signals best suit your assertive style of communication?

➔ Audience: Anyone.
➔ Prerequisites: None.
➔ Course Duration: 1 Day.

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