

## **LEVEL 1 - EFFECTIVE INDIVIDUAL**

### **HOW TO EFFICIENTLY COMMUNICATE AND MAKE AN IMPACT, ESPECIALLY ON PERSONS WHO ARE DIFFERENT THAN US? INSIGHTS® DISCOVERY.**

Getting to know your personality type, your preferred communication style and adversative communicative type.

Identifying 4 basic personality types according to C.G. Jung and developing a behavioural tactic towards different persons, especially difficult ones.

Building efficient relations, strengthening one's influence on others, avoiding conflicts.

Defining individual areas of development and behaviours which may support this development.

Practical exercises with the use of examples based on one's own professional situations.

Basic skills used to develop many other competences.

### **PRACTICAL METHODS OF ACHIEVING SALES TARGETS. SALES TECHNIQUES BASED ON A COMMUNICATION MODEL.**

Developing practical communication tools, defining clients' needs.

Learning to think in terms of fulfilling one's own interests through satisfying clients' needs.

Getting to know the stages of a sales process, controlling a conversation by asking questions, developing advantages and reacting to objections (and to a price).

Abilities which are a base for developing telephone sales skills.

### **HOW TO INCREASE SALES BY USING A PHONE?**

Building business relations by phone, getting an interlocutor to accept you, developing the rules of the communication process with emphasis on phone.

Creating a tool to carry out effective sales conversations by phone: asking questions, building advantages, reacting to objections.

Practical exercises to consolidate the skills and preserve the ease of making a business conversation.

Before and after this workshop, it may be beneficial to consider learning efficient communication according to Insights® Discovery, in order to adjust one's communication to an interlocutor's needs.

### **NEGOTIATIONS**

Communication process between parties trying to reach an agreement in a matter which is important to them, while having various opinions, needs and motivations.

Developing problem analysis skills which give a real chance to assess a situation, develop a solution and effectively communicate, especially in emotionally difficult situations.

Practicing the acquired knowledge on examples from one's own professional experience.

## **TIME MANAGEMENT AND MAKING DECISIONS**

Assessing current time management efficiency and its consequences. Determining a target, learning how to set priorities and objectives of undertaken tasks.

Planning in a way which takes you closer to the achievement of important goals. Learning how to manage free time for more effective rest.

During the workshop, participants develop their own workday schedules, determine weaknesses in their time management. They prepare action plans which enable them to further develop acquired competences.

## **EFFECTIVE IMPLEMENTATION OF A MARKETING STRATEGY**

Research shows that only 15% of a strategy is implemented in some companies.

The workshop, with the participation of the Customer Marketing Department, aims at learning and understanding a strategy, as well as communicating it effectively in everyday interaction with customers.

Practising communications made to customers, learning to cope with potentially difficult situations.