



First Creation Consulting

Business Development Training & Workshops

(One Page Overview of Workshops &
Contents)

2008

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'Knowing what to do is one thing, being able to do it is another'.

The skills development workshops are designed to coach people to implement best practice in order to deliver consistent high performance.

1. Voicemail Selling Skills

Course Duration – ½ Day – Maximum number of participants 4

Overview

The Voicemail Selling Skills course introduces the participants' to the essential components for successful voicemail selling.

The workshop provides the participants with the essential skills, techniques and models to manage their voicemail selling activities and deliver positive results.

Who Should Attend

The workshop is appropriate for any one who has to sell/market ideas via voicemail or gain the client's commitment to a meeting where they can present an idea or strategy.

Aim

To increase the participant's ability to leave a clear and concise voicemail message in an interesting manner that maximises the chances of getting a response from the client.

Objectives

- ▶ Understand the key principles for effective voicemail communication
- ▶ Effectively plan a 40 second voicemail call
- ▶ Structure the message so that the listener can clearly identify what is in it for them
- ▶ Leave a clear and concise message that is interesting, easy to understand, thereby increasing the chances of a response

Content

- ▶ Components for effective voice-mail messages
- ▶ Communication principles - impact and flexibility
- ▶ Practical exercises using tape recorders to record voicemail messages
- ▶ Content choice – clarity and effect
- ▶ Planning and setting objectives
- ▶ What's in it for the client – Facts & Opinions
- ▶ Essential detail and evidence to support ideas
- ▶ Packaging a short, punchy message for maximum impact
- ▶ Call to action – encouraging a positive result
- ▶ Practical exercises using tape recorders to record voicemail messages

2. Telephone Selling Skills/Cold Calling

Course Duration – ½ Day – Maximum number of participants 4

Overview

The Telephone Selling Skills course introduces the participants' to the essential components for successful telephone selling and cold calling.

The workshop provides the participants with the skills, techniques and models to manage their telephone selling activities and deliver positive results.

Who Should Attend

The workshop is appropriate for any one who has to sell ideas over the telephone or gain the client's commitment to a meeting where they can present an idea or strategy.

Aims

To increase the participant's ability to manage a two-way telephone conversation in order to effectively convey an idea and receive feedback.

To effectively gain the clients agreement to a meeting in order to carry out a fact find or deliver a strategy presentation.

Objectives

- ▶ Build positive rapport with clients through the use of good interpersonal skills
- ▶ Understand different types of questions and when to use them to effectively manage client calls
- ▶ Plan & prepare for a successful telephone sales call

- ▶ Effectively structure the call in order to communicate the message in a logical and persuasive manner.

Content

- ▶ Client psychology
- ▶ Stimulating interest
- ▶ Content
- ▶ Planning structure
- ▶ Questioning & listening
- ▶ Directing the call
- ▶ Handling questions and objections
- ▶ Closing/gaining commitment

3. Consultative Selling Skills

Course Duration - 2 Days - Maximum number of participants 6

Overview

The Consultative Selling Skills workshop introduces the participants' to the benefits of adopting a client rather than a product focused approach to their sales activities.

The workshop highlights the importance of developing positive interpersonal relationships with clients which is essential for the salesperson to gain the clients trust and confidence.

The workshop develops the participant's ability to identify and develop client's needs so that they are able to propose the best solution to meet the specific requirements of the client.

Who Should Attend

This course is appropriate for all personnel who are responsible for generating business with existing or new clients

Aim

The aim of the workshop is to increase participant's ability to develop business opportunities whilst enhancing the professional image of the firm.

Objectives

By the end of the workshop participants' will be able to:

- Develop a client focused approach when developing business opportunities
- Develop positive client relationships through the use of effective interpersonal and communication skills
- Ask quality questions and listen effectively in order to identify the clients needs
- Effectively plan & prepare for a successful face to face sales meeting
- Use a sales model which recognises the importance of identifying client needs and buying criteria and match the products/services of the firm to the requirements of the client
- Effectively present tailored solutions to meet clients needs
- Overcome client resistance and gain commitment

Contents

- Rapport building skills
- Effective communication and interpersonal skills
- Questioning & listening skills
- Identifying client needs
- Presenting tailored solution
- Understanding and identifying personal motivations
- Overcoming client objection
- Gaining commitment and closing

4. Client Marketing Skills for Analysts

Course Duration - 1 Day - Maximum number of participants 6

Overview

The Client Marketing Skills for Research Analysts workshop is based on feedback from clients on what they respond positively to and what they respond negatively to.

The workshop focuses on developing the Research Analysts ability to engage the client whilst promoting their ideas and themes.

The workshop is practically orientated providing the Analysts with the opportunity of practicing the core skills in a client simulated meetings.

Who Should Attend

This course is appropriate for all Research Analyst who are responsible for marketing ideas to domestic and international clients.

Aim

Develop the analyst's ability to market their ideas/products in a persuasive manner to a wide range of clients

Objectives

By the end of the workshop participants' will be able to:

- Identify what stimulates the client and what turns them off
- Present a logical and structured argument in a persuasive manner
- Successfully manage the meeting by engaging the client whilst getting the key messages across
- Effectively handle question/objections and bring the meeting to a positive conclusion

Contents

- Introduction to client marketing skills & behaviours
- What turns the client off & on
- What do the clients want to hear
- Planning & preparation
- Content
- Structure
- Effective questions
- Active listening skills

5. Professional Account Management

Course Duration –2 Days – Maximum number of participants 6

Overview

The Professional Account Management course introduces the participants to the core skills and techniques required to carry out the role of an effective Account Manager.

The course focuses on how to maintain and strengthen relationships with key clients. This includes conducting client review meetings to ensure that the client is satisfied with the service levels to identifying additional business opportunities.

Who Should Attend

The course is appropriate for employees who are responsible for managing client relationships.

Aim

The aim of the workshop is to develop the participants' Account Management skills so that they are able to maintain and develop client relationships and where appropriate develop additional business opportunities.

Objectives

By the end of the workshop participants will be able to:

- Understand the key skills and behaviours required to successfully carry out the role of an Account Manager
- Understand the dynamics of the decision making process and adopt different approaches depending on the interests of the client in order to maximize revenue potentials
- Understand how to prepare an account plan for a key account
- Plan and prepare to conduct a client review meeting
- Identify client's service requirements and buying criteria and match the products/services of the firm to the requirements of the client
- Actively identify and develop cross selling opportunities
- Effectively manage difficult or dissatisfied clients

Content

Role & responsibilities of the Account Manager
Understanding the client, organisation
Managing the communication process; client to the firm
Developing the interpersonal relationship
Conducting client review meetings, Identifying needs
Maximising revenue streams
Providing tailored solutions
Managing dissatisfied clients

6. Professional Negotiation Skills

Course Duration – 2 Days – Maximum number of participants 6

Overview

The Professional Negotiation Skills course introduces the participants' to the essential skills and techniques to successfully bring about a positive outcome whilst maintaining the long term relationship.

The workshop enables the participants to identify their own personal style of negotiating and how this can affect the outcome of the negotiation.

Who Should Attend

The Professional Negotiation Skills course is appropriate for all employees who have to negotiate as part of the job, whether this be with external clients on fees, service levels or with colleagues.

Aim

The aim of the workshop is to develop participant's negotiation skills so that they are able to reach a satisfactory outcome for both parties whilst maintaining and enhancing the long-term relationship.

Objectives

By the end of the workshop participants will be able to:

- ▶ Understand and apply the key skills & behaviour for effective negotiations
- ▶ Effectively plan and prepare for a negotiation, including team negotiations
- ▶ Successfully implement a process for a successful negotiation
- ▶ Identify the different negotiation strategies and adopt the correct one for a given situation
- ▶ Identify and counter different negotiation tactics and ploys
- ▶ Understand different team roles for effective team negotiations
- ▶ Understand the dynamics of power and how it influences the outcome of a negotiation

Content

- ▶ Understanding the dynamics of negotiating
- ▶ Key skills & behaviours
- ▶ How do emotions affect our negotiations?
- ▶ Dilemmas & decision making
- ▶ Psychology
- ▶ Key guidelines
- ▶ Negotiation process
- ▶ Tactics and dirty tricks
- ▶ Team roles
- ▶ Dynamics of power & influence

7. Morning Meeting Presentation Skills

Course Duration – 1/2 Day – Maximum number of participants 4

Overview

The Morning Meeting Presentation Skills training is designed to provide the Research Analyst with the necessary skills to present a well structured idea that is easy to follow and understand.

The workshop provides the Analyst with a framework to help with the planning and structuring of the message that ensures that all of the critical information is included and delivered in a persuasive manner.

Who Should Attend

The Morning Meeting Presentation Skills course is appropriate for all analysts/strategists who have to present at the morning meeting.

Aim

To increase the participant's ability to present with impact at the Morning Meeting.

Objectives

By the end of the workshop participants will be able to:

- ▶ Present a concise and persuasive message that generates interest
- ▶ Start the presentation with impact in order to get the listeners' attention
- ▶ Plan for a successful three minute morning meeting presentation
- ▶ Structure the presentation so that the listener can clearly identify what is in it for them

Content

- ▶ What makes for an effective morning meeting message?
- ▶ What the listener wants to hear
- ▶ Individual Presentations (2/3 minutes)
- ▶ Delivery techniques
- ▶ Verbal and non-verbal communication
- ▶ Opening with impact
- ▶ Contents, balancing fact with opinion
- ▶ Addressing the listeners interests
- ▶ Logically structuring the message, using time efficiently
- ▶ Getting the attention of your audience
- ▶ Making the message memorable
- ▶ Starting & ending with impact
- ▶ Practical exercises

8. Client/Sales Presentation Skills

Course Duration - 1 Day – Maximum number of participants 4

Overview

The Client/Sales Presentation Skills workshop introduces the participants' to the essential skills and techniques to delivering persuasive and memorable presentations to large and small audiences.

The course includes best practice on how to produce and deliver a persuasive PowerPoint presentation.

Who Should Attend

The Client Presentation Skills course is appropriate for all employees who are required to make PowerPoint presentations to large and small audiences where they are pitching the firm, or a particular strategy or product.

Aim

The overall aim of the workshop is to develop the participants' ability to deliver persuasive presentations that achieve results.

Objectives

By the end of the workshop participants' will be able to:

- ▶ Deliver a clear and persuasive presentation to audiences of any size
- ▶ Understand the best practices to delivering persuasive and inspirational presentations
- ▶ Plan and prepare an effective presentation
- ▶ Communicate in a way that maximises the understanding of key messages
- ▶ Effectively use visual aids to enhance the presentation
- ▶ Successfully and confidently manage a Q & A session

Contents

- ▶ What makes a good presenter?
- ▶ Ineffective presentations, Pitfalls to avoid
- ▶ Delivery skills & techniques
- ▶ Producing a persuasive presentation
- ▶ Content, creating messages that have impact
- ▶ Structure
- ▶ Being memorable
- ▶ Vocal & visual impact
- ▶ Managing the Q&A session

9. Pitch Book Presentation Skills

Course Duration - 1 Day – Maximum number of participants 4

Overview

The Pitch Book Presentation Skills workshop introduces the participants' to the essential skills and techniques to delivering a persuasive idea using a pitch book.

The course includes best practice on how to produce and deliver a persuasive pitch book presentation.

Who Should Attend

The Pitch Book Presentation workshop is appropriate for all employees who are required to make pitch book presentations to large and small audiences where they are pitching the firm, or a particular strategy or product.

Aim

The aim of the workshop is to develop participant's ability to effectively conduct a pitch book presentation in a persuasive manner in order to market ideas, products and services of the firm.

By the end of the workshop participants' will be able to:

- Understand the best practices to using a pitch book
- Identify the key skills required to effectively manage and present a pitch book presentation
- Communicate in a way that maximises the understanding of key messages
- Produce a persuasive pitch book presentation
- Develop the clients trust and confidence that you can deliver against their requirements
- Effectively manage question and answer sessions

Contents

- Planning & preparation
- Content
- Structure, agenda, 4 P's
- Effective questions
- Objections
- Interpersonal & communication skills
- Audience/client participation
- Retaining control and direction
- Retaining interest
- Active listening skills

10. Pitching for New Business Coaching Session

Session Duration – 2 ½ Hours – Maximum number of participants 1

Overview

The Pitching for New Business Session provides the opportunity to rehearse, fine tune and receive feedback on a live new business pitch.

This will enable the presenter to ensure that their pitch is addressing the main issues of the client, is logical and persuasive.

The presenter will have the opportunity of rehearsing their pitch receiving feedback and coaching in order to ensure that they are able to deliver their presentation in an inspirational and persuasive manner thereby maximizing their chances of successfully winning the business.

Who Should Attend

People who are responsible for pitching to clients in order to secure new business and mandates.

Aim

The aim of the session is to coach the participants' so that they are able to produce and present a persuasive and inspirational business pitch in order to secure new business and mandates.

Objectives

By the end of the session participants' will have:

- ▶ Produced and practiced delivering a new business pitch in order to maximize their chances of successfully winning the business.

Contents

- ▶ Review of best practices to producing persuasive presentations
- ▶ Review of best practices to delivering persuasive presentations
- ▶ Coaching for improved performance

11. C3 Teamwork & Communication Skills

Course Duration - 1 Day – Maximum number of participants 8

Overview

The C3 Teamwork & Communication Skills course introduces the participants' to the importance and benefits of working as a team. The workshop helps the participants understand what contributes to dysfunctional and high performing teams. The workshop provides the building blocks and skills for teams to work effectively and efficiently together in order to produce excellent results.

Who Should Attend

The C3 Teamwork & communication Skills workshop is appropriate for any member of staff who has to work with colleagues or other departments in order to get their work done.

Aim

The aim of the workshop is to develop the participants' awareness and understanding of the benefits of teamwork and how it can positively impact the level of service offered to the clients

Objectives

By the end of the workshop participants' will be able to:

- Understand the importance of teamwork and how it can benefit the individual, firm and client
- Identify the causes for dysfunctional teams
- Understand what makes a high performing teams
- Identify the required attitudes and behaviours for teamwork to be successful
- Understand the building blocks to team development

Contents

- Introduction to Team Development
- Definition of team
- Benefits of working as a team to individual, firm, client
- Barriers to teamwork
- Activities to over come barriers
- Cornerstones for Effective Teamwork
- Process of team development
- Dysfunctional v's high performing teams
- Team roles
- Cross department teamwork
- Creating a team culture
- Providing a United Front
- How teamwork can affect our service offering
- How can we work better together in order to build the business
- What systems, processes, tools need to be introduced to support teamwork culture
- Team development exercises