

navi^g8



Program Outline

COMMUNICATION & INFLUENCING SKILLS

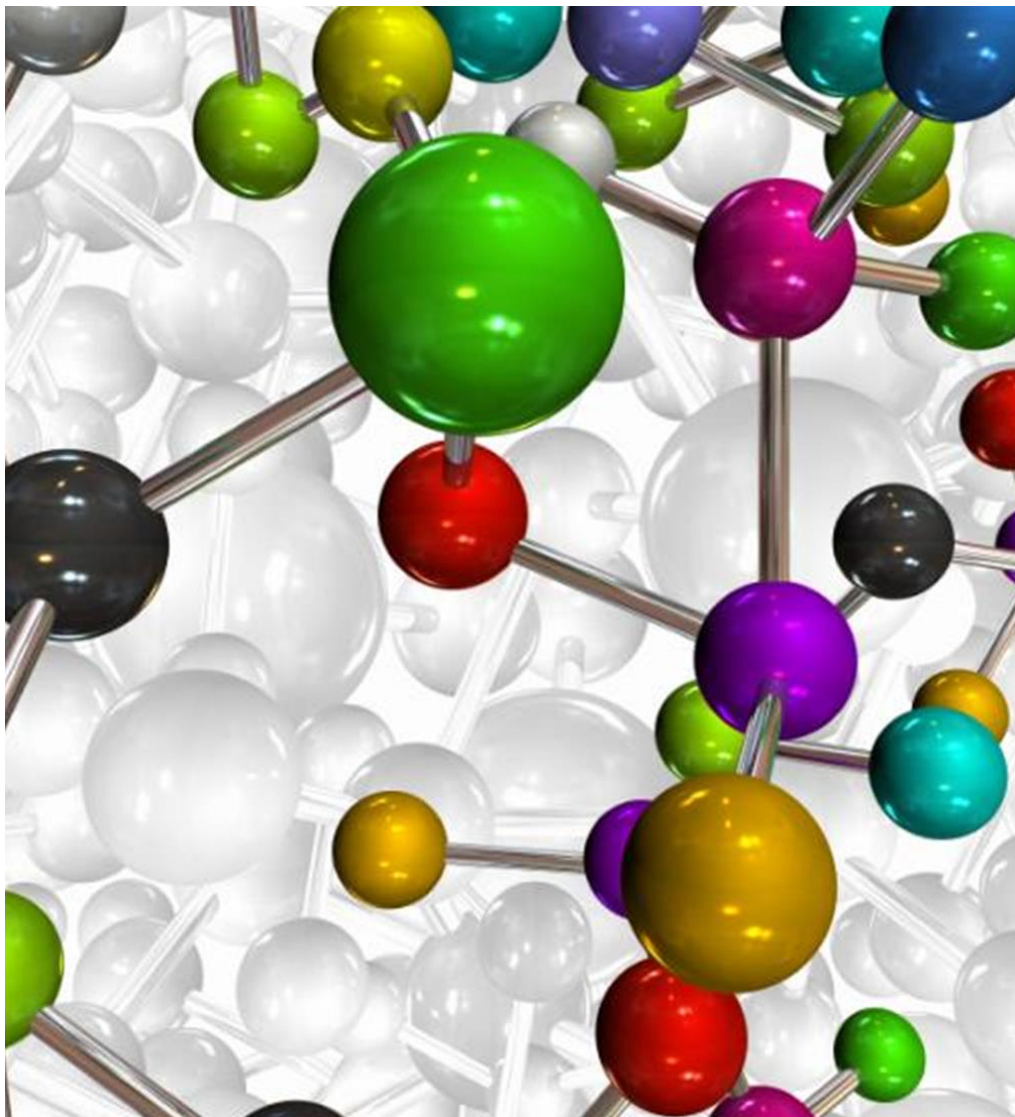


Communication is a professionally taught skill

Throughout our professional career most of the training we undertake for our position 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 for the business we are in.

What our Communication Skills Program brings to your team is the capacity to build trust and rapport through a stronger form of communication.

This program has been designed to provide all Management levels, BDM's, SRM's, Consultants, Customer Service, Account Managers and Relationship Managers with the skill to gather all the information they need during the sales, research or needs analysis interview and develop tools and processes to help manage the relationship with their client.



What this program offers

This program focuses on developing the skills needed to positively influence Customer/Client's decisions.

They will also be taught and practice powerful techniques to motivate and influence their prospective clients 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.

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



What this program offers

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

This minimises any misunderstanding; builds the appeal of your message; and reduces the risk of people losing interest or getting bored, even when the information may be technical or unpalatable.

This programs provide participants the opportunity to:

1. Learn a powerful communication process.
2. Taking control of the agenda.
3. Introducing your company
4. Motivating the Customer/Client
5. Needs, Features & Customer/Clients Benefits



A.S.K. M.E. - Process

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



A.S.K. M.E. - Process

A.S.K. M.E. provides participants powerful questioning techniques, which includes a systematic way of asking questions to keep the Customer/Client engaged and discussing what is important to them.

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

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

Knowledge in summary: recognise, identify and be acquainted with their world from their prospective through the power of summarising.



Communication & Influencing Skills: Program Outline

➤ Introduction to the A.S.K. of the A.S.K.M.E Sales & Influencing Process – Module 1
➤ Four stages of learning
➤ Influence and selling styles
➤ Winning strategies of successful sales people
➤ Customer/Client's decision making process
➤ Impact of first impressions
➤ The A.S.K. structure - (a three step influencing process)
➤ Powerful questioning techniques
➤ Interactive and engaging targeted role plays
➤ The seven honest people that taught me all I know!
➤ Objection handling in 3 simple steps
➤ Funnelling skills and techniques
➤ The importance of listening skills
➤ The power of note taking
➤ Effective sales communication



Follow on support tools

A.S.K. - PROCESS – a simple, practical yet powerful way to gather all the information they need during the sales, research or needs analysis interview. This structure will give the participants total control over the above process.

The Funnelling Process – a six step process which will enable the participant to drill down to the Customer/Client core needs.

Note Taking Tool – allows the participant to gather information in a very structured manner.

High Level Program Overview – A3, tri-fold brochure containing all critical elements of this program for ease of reference.

Support Material – Handout and reference material.



Achievable Outcomes

Upon completion of this program, participants will have:

- Be able to communicate in a non-Confrontational, empathic way, being able to listen with intent and understand the needs of their Customer/Client or whomever they are communicating with.
- Build rapport, the true art of “reducing differences and increasing similarities.”
- Utilise a step by step process of communication that allows the Participants to influence the outcomes of their meetings.
- Understand the fundamentals of capturing accurate information in the Customer/Client’s term of reference that will allow you to deliver a solution which is readily accepted by them.
- Understand the different ways people sense and interpret new information. Appreciate some of the psychological principles that underpin how people prefer information presented.



Achievable Outcomes

Upon completion of this program, participants will have:

- ▶ Be able to use a structure for questioning and communicating more effectively and efficiently.
- ▶ Be able to uncover the Customer/Client needs, wants and expectations.
- ▶ Motivate the Customer/Client to be totally involved in the process easily.
- ▶ Effectively position themselves and the company.
- ▶ Conduct sales meetings and interviews more effectively.



How We Facilitate

Using a small workshop environment Navig8 will conduct the session over two days and introduce the participants to techniques and skills that will change how they could call for the rest of their lives.

The session will incorporate strategic interactive 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.



How We Facilitate

Our role plays will highlight:

- ▶ The difference between Pressure Selling vs. Empathic Selling/Non-Confrontational Selling i.e. how to have someone buy from you.
- ▶ Communication skills of master influencers.
- ▶ How ineffective our communication skills can be.
- ▶ Where your Communication skills sit in the Four Stages of Learning model.
- ▶ How learnt behaviours effect our interaction and outcomes.
- ▶ Results and how they are truly achieved.
- ▶ How to build rapport, the true art.
- ▶ Powerful questioning skills – learn the psychology behind what motivates your Customer/Client to make decisions through communication.
- ▶ How little we listen with the intent to understand.



How We Facilitate

Our role plays will highlight:

- ▶ How often we are thinking of the next question while somebody is talking.
- ▶ The importance of knowing your Products & Services – needs, features & Customer/Client/Client benefits analysis.
- ▶ The keys of language and preferences that will influence their Customer/Client's.
- ▶ How to utilise the Funnelling Technique - which will manage and track the dialogue through a 6 step process.



Communication & Influencing Skills

Course Materials

We appreciate and understand important learning preferences. As such our workbooks are a highly visual, well structured and design.

We appreciate that the actual material needs to reflect the type of dynamic content and facilitation that navig8 delivers.

Your course materials will be in keeping with their branding as well as deliver a visually appealing product to ensure these materials stay as an important and constant referral source.



The background features a large, stylized arrow shape pointing to the right. The arrow is filled with a gradient of yellow and orange, overlaid with a complex geometric pattern of interconnected lines forming various polygons. The right side of the image is white with a faint, light gray version of the same geometric pattern.

Program Testimonials



CommonwealthBank

“Thanks for coordinating and leading our Influencing Skills Workshop. The feedback from the team was extremely positive and I appreciate the intensity you brought to the workshops.

As a result of the workshop I’m extremely confident, with the level of right practice, the ability of the team to develop and retain external business relationships will significantly lift. This will flow through in terms of stronger business outcomes.

I look forward to working with you further and please do not hesitate to use me as a reference for any prospective clients.”

*Andy Wright,
Head of International and Agency Channels*



“St.George Bank has employed the services of Michael Morgan to deliver communication programs to its Business Development Managers operating in the mortgage broking channel.

The programs are:

- State and Behavioural change and the Process of Communication
- Business Leverage through Communication.

The delivery by Michael for both programs was professional, articulate, comprehensive and interactive. Michael impressed a diverse group of individuals with his skill in dealing with their respective abilities in the communications field. The knowledge imparted by Michael has provided increased confidence of each of these individuals in dealing with negative situations and through improved questioning techniques improved their ability to better understand the needs of their clients. I am happy to endorse the delivery of these programs by Michael Morgan to other sales forces.”

Paul Schultz
CHIEF MANAGER
Mortgage Broker Sales

The Biogen Idec logo is presented in a blue, stylized font within a blue-outlined rectangular frame that has a slight 3D effect. The frame is composed of several lines that intersect to form a central box around the text. A registered trademark symbol (®) is located to the right of the text.

biogen idec®

“I am writing to congratulate you on the great workshop you ran with our team recently. This was the second of two workshops you ran over the last 6 months. The feedback so far suggests that many of the questioning techniques are helping the team open up their dialogue with their customers. They are getting closer to uncovering their customers needs and concerns and feel more confident they will build stronger and lasting relationships.

Our team are a very experienced groups of sales professionals. You have earned the trust of a very diverse and discerning team of people plus gave us a lot of fun along the way. Thanks once again.”

Marlene Tanner
Business Unit Manager



Michael Morgan successfully facilitated and delivered an Influencing and Communications skills program to the Australian Life Insurance national sales team. This knowledge and capability gap was constructively and effectively filled. After gaining some feedback post the program, well channelled energy was then directed into the implementation of the individual participant's specific needs.

The sales leadership team identified influencing and communications as a gap in the sales team's skills and desired to have that gap highlighted and filled as a team-wide exercise at our recent national conference. Epoch Australia was selected based on technical expertise, industry knowledge, briefing methodology and real proficient approach to delivering an internal specialised training/skills program.

As a result of undertaking the program, which included quality one-on-one feedback sessions between Michael and our leadership and frontline sales staff, we are satisfied that the overall program met the brief. Michael Morgan assisted with ongoing implementation by passing some of the desired mentoring and coaching skills to the leadership team which in turn allows them to continue developing the remaining sales staff.

Tasso Papachatgis
Chief Executive Officer



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