

# Effective Communication Skills

[www.powercalltraining.com](http://www.powercalltraining.com)

## Greatly boost your relationships and enjoy better results with your clients now!

The quality and depth of our communication with our clients/customers has a direct impact on the size of our deals and on our ability to win repeat business!

This one day workshop is aimed at all those who are engaged in regular telephone and/or face-to-face contact with clients. It employs techniques to eliminate obstacles to the development and expansion of profitable client relationships.

### PowerCall Effective Communication Skills Training enables clients to master vital skills to:

- Communicate openly and effectively with clients
- Build trust and rapport
- Uncover clients' real and unstated needs
- Eliminate communication barriers
- Understand clients' thinking patterns
- Engage in Active Listening
- Present oneself assertively but not pushily
- Harness the power of social media to create rapport

### Who should attend?

- Experienced sales and client relationship managers looking to refresh their skills.
- New sales and client relationship professionals seeking to sharpen their skills.
- All front and middle office staff who have daily meetings with clients.

Available as a public course  
or as an In-house course  
at your offices

**Public Course class sizes  
strictly limited to 15 delegates  
per workshop.**



All of our training solutions are born from personal experience. With over 15 years' experience of closing big ticket sales and of managing major accounts, your trainer, Anthony Maddalena can be relied on to empower you with tools to enjoy deeper and more mutually productive relationships with your prospects/clients.

An enthusiastic advocate of utilising Eastern psychological practices to enhance positive behaviour, and break self-limiting patterns his proven methodology has assisted numerous sales and client relationship professionals around the world to fully release the potential in their prospect/client engagement activities. His distinct and refreshing approach has greatly enhanced the performance of sales and client relationship teams in the UK, USA and around the world.

With a naturally warm and approachable style, he is keen to share his straight forward jargon-free recipe for success with all those wishing to take their sales and client relationship activity to the next-level. Over the years Anthony's clients have included Vodafone UK, Dow Jones International, Microsoft, Ericsson IPX, Unify Communications and Infogroup USA.



## The course is divided into two parts:

### AM

#### **First Contact with Clients:**

Building of Trust and Rapport including:

- Creating a positive first impression
- Influencing Skills to make yourself heard
- How to communicate effectively with clients we dislike
- Dealing with difficult conversations /wayward clients

#### **Telephone Communication Skills including:**

- Effective use of questioning to uncover clients' unstated needs
- The avoidance of jargon / clear explanation of technical terms
- Gaining the client's commitment

#### **Face to Face Meeting Skills:**

- Improving your communication style
- Active Listening
- Negotiating for success
- Understanding thinking patterns
- Getting the results you want

### PM

#### • **Role Plays:**

The second part of the Workshop in the afternoon will involve practical hands-on application of the theory presented in the morning session, involving role- plays around effective use of telephone and meeting skills. The scenarios will involve typical communication challenges.

**“Great Enthusiasm and Energy from Anthony!”**

Relationship Manager,  
Leading Private Bank, London

*All in-house courses can be customized to meet our client's specific needs and challenges.*



For further information or to book now:

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