

# Professional Communication Skills



## Duration

2 days

## Group Size

Maximum 12 participants

## Who Should Attend

Sales Professionals

## Program Outcomes

- Professional and positive reputation for individuals and your organisation itself
- Stronger brand through your people
- Strong relationships with clients which continue to differentiate your organisation and promote loyalty
- Culture which resolves conflict quickly and without fuss
- Highly professional and impact written communication allowing communication objectives to be met internally and externally

## Business Challenge

Every interaction with a client is a 'moment of truth' where the client makes a judgement about the reality of dealing with your organisation. This means that everybody in your organisation who has any client contact, even if it is by phone or email only, needs to be constantly giving a positive, impactful and professional impression.

## Program Overview

This practical two-day workshop is designed for all those who wish to achieve more influence and successful outcomes through their business communication. The program places a strong emphasis on interpersonal communication, advanced rapport strategies, and the attitudinal skills required to operate effectively in any business environment. The program also addresses the key areas of effective written communication to assist the writer to collapse the time frame it takes to prepare clear, concise and persuasive written communication.

*"This workshop is excellent and rewarding. I am glad that I had the opportunity to attend this workshop. I cannot wait to apply the techniques I have learnt."*

*Sales Leader, Top 4 Bank*

*"I was also impressed with the dedication Synergy's facilitators showed. Immediately engaging, and especially capable of adapting their style to the wide range of personalities and skill sets in the room, while staying on track to manage and complete the training program at hand."*

*Sales Manager, National Healthcare Company*

## More Information

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## Key Components

- First impression – telephone and face-to-face communication
- Understanding different communication styles and developing flexibility
- Rapport building and body language techniques
- Advanced Listening and questioning strategies
- Structuring verbal and written communication
- Attitudes and its effect on behaviours and results
- Assertiveness
- Dealing with Conflict
- Principals of business writing
- Business writing etiquette and guidelines
- Writing in plain English
- Understanding the reader

## Research & Approach

The Synergy research team is regularly applying learning from the Synergy analysis engine, together with the latest approaches and techniques to enhance its content and methodologies.

The program approach enables participants to utilise their own workplace scenarios to allow them to apply the behavioural communication skills and behaviours throughout the workshop.

## The Results

As a result of attending this program, business professionals will be equipped to:

- Develop and convey a naturally professional image throughout all client interactions.
- Capitalise on their own style to appeal to a broader range of clients at a deeper level.
- Develop positive attitudes about themselves, their organisation, which will lead to positive results
- More deeply understand what drives, motivates and what inhibits solid business relationships through an appreciation of differing business communication styles.
- Have an increased level of confidence and control in all client communications.
- Write for the reader so that information is understood and recommendations actioned.