

Achieving Results Through Effective Communication

How to develop and maintain professional communication and improve working relationships

Course benefits:

Effective and professional communication with customers is essential in today's business. It does not matter how the communication is effected, whether face to face or written, by mail or email, whether formal or informal, we are projecting an image and that image must be professional and show our concern for good customer service. When this culture applies also to the internal customers of the business, support and management processes are accomplished more effectively and with less stress for the customer, the team and the individual.

This course examines the role of communications in business and their impact on customer service. It reviews different forms of communication and the ways in which our expectations and attitudes, and those of the customer, affect the success of each contact, most particularly the behaviours that we and they exhibit. Effective communication involves working with others whatever their position, to ensure that we get things done. This in turn enables us to enjoy a respectful and beneficial working relationship with our team, our customers, and indeed anyone with whom we must cooperate to get things done.

Who should attend:

This course builds on the skills covered in 'Customer Focused Telephone Skills'. Prior attendance on that course is required.

What you will learn:

On successful completion of the course, attendees will be able to:

- Exhibit a clear understanding of what constitutes effective communication
- Provide a professional, courteous and effective service to customers
- Overcome the barriers that inhibit communication
- Develop negotiating and influencing skills that achieve results
- Address problems and make decisions with confidence

What you will cover:

- Communication – the elements of effective communication; class exercise to discuss the difficulties of communication; one-way communication; advanced communication techniques to enhance communication; health check – class discussion on the development of the skills obtained from the previous course; class exercise to practice the techniques
- Behaviour – Why we behave as we do; how different types of behaviour affect the outcomes achieved; understanding our own behaviour through Eric Berne's Ego State Model and 'Drivers'; understanding the situation and learning to adjust your behaviour to achieve a desired outcome; recognising our 'in-built' feelings about a given situation; how feelings can dictate negative behaviour; thinking before acting; personal motivation; team exercise to explore motivation
- Negotiating and Influencing – reading others through body language, tone, posture and phrasing; determining why negotiating is necessary; the steps of the negotiation process; techniques to handle objections; role play exercise; class negotiation exercise
- Problem Solving and Decision Making – understanding what the problem is; dealing with misunderstandings; taking ownership of a problem; keeping the customer informed; choosing the most appropriate course of action; the benefits of decision making

Emerge Training and Consultancy. Web site: <http://www.emergetraining.co.uk>

Tel: 01243 822379

In association with Stehle Associates. Web site <http://www.stehle.co.uk>

Tel: 0207 917 9943

How you will learn:

You will develop and demonstrate your skills through a combination of role-play, discussion and instruction.

Duration and availability:

One day non-residential. In-house only.