



THE INSTITUTE OF
SALES & MARKETING

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Effective Communication Skills

A 2 DAY ISM EXECUTIVE TRAINING COURSE

23rd & 24th November 2011



"Communication works for those who
work at it." - **John Powell**

Introduction

Companies talk about needing better communication skills, but often don't know exactly what that means or they don't know how to go about making it happen. If you have groups of people who simply have to communicate more effectively then giving them communication training may be just what you need.

These communication skills have to be developed, honed and added to on an on-going basis. They are at the heart of interpersonal skills and the greater your awareness of how it all works, the more effective your communication will be. This program is designed to raise the standards of communication.

It is highly interactive and will enable participants to achieve significant improvements in their ability to give and receive information and to achieve better relationships and performance.



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Course Content

- The Process of Communication
 - Transmission
 - Reception
 - Noise
 - Different individual styles
- Consultation using powerful questioning techniques
 - The different types of questions
 - The different purposes of questions
 - Developing question pathways
 - Practising questioning techniques
- Listening skills
 - Active listening
 - Reaching consensus
 - Following directions
- Non-verbal communication
 - Kinesics (Body Language)
 - Proxemics (Personal Space)
 - The mind-body connection with behaviour (audio kinesics eye movement)
- Voice power
 - Tone, Pitch & Inflection
 - Bringing power to speech
 - Assertiveness
- Presentation
 - Preparation – Objective, mind mapping
 - Determining when and how to use visual reinforcement
 - Achieving the goal

Methodology & Style

The ISM Course Director will take each participant through a step-by-step process. This will be done through a highly charged, enjoyable three day course involving lectures, classroom exercises, role-plays, discussions and extensive accompanying course-notes (delegates are also expected to take their own personal extensive notes for future referral)

On completion of the programme participants will be able to:

- Improve influencing skills
- Demonstrate their understanding of the process of communication
- Review the strengths and weaknesses of different styles
- Deal with difficult people
- Use effective questioning techniques
- Demonstrate active listening skills
- Recognise and use non-verbal elements of communication
- Use their voice more effectively
- Identify, develop and enhance assertiveness skills
- Present information lucidly and persuasively

This is a demanding program for developing high communication performance

This hands-on, exercise driven program teaches skills that boost confidence in communicating and better empathy with others through an increased understanding and implementation of what effective communication is.





“The trainer [Steve] was extremely good, thank you all very much”
Sushim Mukherjee Executive Manager - Seven Seas Computers

“The trainer’s knowledge was excellent - Well Done and Thanks!”
Bassem Estwani Export Manager - Seven Seas Computers

Course Leader: Steve Halligan

Steve started his enviable career in sales & marketing in the UK selling computers at a time when nobody knew what they were! Over the last 25 years he has been involved in a variety of industries at senior management levels and now consults for some of the regions largest and most successful organisations. He has now been an ISM course director for over 5 years and in that time has primarily run our presentation skills and customer service excellence courses which he regularly conducts in Jordan, Saudi, Kuwait, Qatar and of course the UAE in virtually every type of industry.



He has been in Dubai since 1991 and during this time has gained unique insights into the issues that effect the implementation maintenance and development of effective customer service strategies and plans. He is also an acknowledged expert in the field of motivation having and is often found on the lecture circuit as a guest speaker on this most contentious issue. He has recently completed a Gulf Wide employee motivation survey and is currently writing a book on what motivates (or in many cases de-motivate) employees and what management can do to develop and implement more productive strategies.

His highly energetic and clear communication style helps to make what is a very complex issue, simple and understandable with actionable ideas and recommendations. He has worked with multi-national, local companies and several government bodies.

With the research tools he has developed, Steve has a wealth of data and case studies to support his training interventions.

His dynamic and infectious nature ensures that all course delegates leave with some new found knowledge or ability.



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COURSE REGISTRATION FORM

Effective Communication Skills



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Telephone: + 971 4 457 3814, Facsimile: + 971 4 457 3999 Email: info@ismdubai.com

1 SELECT NUMBER OF ATTENDEE(S): 2950 Dhs per Delegate

- One (1) Delegate
- Two (2) Delegates
- Three (3) Delegates
- Four (4) or more Delegates

"ISM COURSES ARE ALWAYS
GREAT VALUE FOR MONEY"
Steven Brown, CEO, iSegway

Registration fees include expert tuition, comprehensive course documentation, workshop materials lunch & refreshments and your official ISM framed Certificate documentation, workshop materials lunch & refreshments and your official ISM framed Certificate

2 ATTENDEE DETAILS - Please complete in block capitals

	Full Name	Job Title	Tel (inc. country code)	Email
1				
2				
3				
4				
5				

3 COMPANY DETAILS - Please complete in block capitals

Organisation name: _____ Industry _____
 Address: _____ Postcode: _____
 Country: _____ Tel: _____ Fax: _____ Email _____

4 APPROVING MANAGER SIGNATURE - To process the booking this needs to be completed in full

NB. Signatory must be authorised to sign on behalf of contracting organisation

Name: _____ Job Title: _____
 Email: _____ Industry: _____
 Address: _____
 P.O Box: _____ Country: _____ Tel: _____ Fax: _____

Authorising Signature* (Mandatory): _____

By signing this form I have read and agreed to ISM's terms and conditions listed below

5 INVOICE CONTACT AND PAYMENT

NB. Payment is required BEFORE the course date. Course details will be sent to you once payments are received.

Contact person for invoicing: _____
 Tel: _____ Fax: _____
 Email: _____
 Address: _____

Please Fax back the completed form to + 971 4 457 3999
 We will send you confirmation of your booking and further details.
 Thankyou.

Enquiry form for related courses

Fax to: + 971 4 457 3999

- Yes ! send me the 2011 training catalogue
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- Effective Leadership 29th 30th 31st March
- Market Research & Intelligence - 3rd & 4th April
- Finance for Non-Financial Managers 5th 6th & 7th April
- Negotiation Masterclass 10th 11th & 12th April

Name: _____
 Job title: _____
 Company Name: _____
 PO Box No: _____
 Address: _____
 Tel No: _____ Fax: _____

TERMS & CONDITIONS

ISM reserves the right to change dates, venues, topics and trainers due to unavoidable circumstances.

Cancellation: If you cannot attend personally, a substitute delegate is welcome to join this course in your place - for no extra charge. Should you (or a substitute) be unable to attend, we will promptly refund your fee less a service charge of 10%. As spaces are strictly limited, we regret that registration received less than 30 days before the start date of the course may incur a late booking surcharge of Aed 150

Condition: You must inform us in writing 30 days or more before the start date of this course. No refunds are possible for cancellations received less than 30 days, before this course. Instead you will be issued with a 50% Discount Training Voucher, which entitles you (or a nominated colleague) to attend a public course arranged by ISM.