

Comprehensive Empowerment

Workshop	Days	Main topics	
The Art of Selling	2	Engineering of Questions Needs and Motivations The SPIN technique Benefits and USP	Effective Argumentation Handling Objections Price Objection Closing a sale
Selling in Complex Environments	1 to 3	Valid Business Reason SMART Goals Qualification Elements Roles in a process Modes in a process	Levels of Impact View on Problems View on Solutions Strategic Grid Tactical Actions
Elite Negotiators	2 to 3	Distributing - Integrating The BATNA notion The ZOPA notion Leverage and Standards	The first Offer Concession Patterns Preparation Document Competitive Tactics
Elite Buyers	1 to 2	Roles of the Buyer Market situation Internal Constraints Market Constraints Choosing a solution	Choosing a Supplier Sales People Tools Contract Risks linked to Contract Choices analysis
The Art of Persuasion	2	Six Principles of Influence Four types of Manipulations Mind Traps Selfish Manipulations	Nine Strategies of Influence Inspiring Others Motivating Others Arguing
Adapting Communication to Preferences	1	Attitude - Behaviour Preferences 4 Social Styles Styles Descriptors Time and details	Motivators and Fears Extreme Behaviours Reactions in Conflict Famous People Adaptation Criteria's
Communicating Assertively & with Impact	1 to 2	Questioning Techniques Listening actively Reformulating Arguing Handling Objections	Saying No Constructively Making Requests Criticising Giving good & bad News Expressing limits
Time Management & Priorities	1	Efficiency Jar of Life A Question of Attitude Eisenhower Matrix Retro-Planning	Time Robbers Mails & Phones Interruptions Meetings



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Outstanding Leadership Management	1 to 3	Tasks - Persons Developing Competence Developing Commitment Matching Styles	Giving Instructions Setting Goals Giving/Receiving Feedback Motivation Essentials
Wise & Intelligent with Emotions	1 to 2	The Goleman Model 4 Clusters & 12 Skills Universal Emotions Social Emotions	Dealing with Anger & Fear Self-Fulfilling Prophecy Alternative Thoughts Alternative Behaviors
Standing out when Speaking Publicly	1 to 2	The AIDA Model General Structure Helping People Remember Place of a Q&A session	Using Body Language Using Voice Eye Catchers Key Messages
Diagnosing & handling Manipulations	1 to 2	Manipulation/ Influence 4 families of Manipulations Using Brain Flaws 12 Selfish Manipulations	How to Diagnose How to React Assertive Tools
Using Body Language & Voice	1	Distance/Territories Cluster/Base Line/ Universality/Culture First Impression - Halo	Postures 5 Families of Gestures Facial Expressions 6 Voice Cues
Developing Critical Thinking	1 to 2	Defining the Concept The DAA - E - DAA process Facts - Opinions - Emotions Levels of Evidences 5 Questioning Techniques	4 Arguing Techniques 6 Fallacies 12 Cognitive Biases Descriptors - Effects How to deal with them
Turning Conflict into Agreements	1 to 2	Definitions Sources & origins Dramatic Triangle Leader Intervention Conflict Resolution Styles	CALM Structure Stereotypes Exaggerations Generalization Adapting the communication
Change Management	1	The "because" factor 7 negative dynamics The change curve Handling resistance	Handling strong emotions Acting on inner voice Handling objections Collaboration Communicating constructively

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Role Plays
Exercises
Simulations



Debriefing
Discussions



Tools
Models
Methods



Videos



Role Plays
Exercises
Simulations



Action
Plan