



LIVE SEMINAR

# How to Become a Great Communicator



## THIS SEMINAR AT A GLANCE:

- Use an easy assessment to pinpoint anyone's "personality type"
- Develop strategies for what to do about people and situations you cannot change
- Control conversations by "listening"
- Employ the "power of remembering names"
- Activate seven approaches to avoid at all costs when faced with complaints
- Say "no" and preserve good relationships
- React to a perceived personal attack appropriately and without losing self-esteem
- Admit mistakes without losing respect

# How to Become a Great Communicator

## SEMINAR SUMMARY

### A powerful seminar for every communicator looking to climb the ladder of success

- If you want to become a more effective communicator
- If you want to enjoy outstanding working relationships with everyone, every day and become a people master
- If you want to increase the level of mutual support between employees and managers
- ...this excellent seminar is the mechanism that will produce visible results.

The day-to-day operation of any business necessitates our interaction with others. The initial contact by telephone, email or brochure with a prospective customer or client will either go forward or come to an immediate halt. Negotiation and the close of a sale depend significantly on how we read people and communicate with them.

It is exhilarating, and it is the pinnacle of success when business continues to escalate because of smooth, productive discussions, meetings and other communications. It is, however, also very noticeable and detrimental when there is a breakdown in communication. Employee morale diminishes as customers prepare to flee what they perceive as the proverbial sinking ship. If we are not only to stay afloat, but sail smoothly into the global market, we need to continue to enhance our communication skills. The nearest competitor has already figured that out.

#### What is the presentation format?

Your certified trainer will tailor this one-day interactive seminar to meet your organization's specific needs and objectives. In addition to using overhead slides, attendees will participate in discussion and group activities. Exercises in the workbook will provide additional reinforcement, validate the need for developing this skill and act as a resource after the seminar. Questions are encouraged and welcomed.

#### As a result of this training:

- Communication will be easy, smooth and enjoyable
- Business will be more likely to increase
- Staff will be more open to business-related exchanges
- Employees will smile
- Productivity will increase
- Customers will be pleased
- Opportunities for repeat business will rise
- Morale and esteem will soar

## PROGRAM AGENDA

### Making a Positive Impression on Others

- How to incorporate vital interpersonal skills into your professional style
- Be in control of how people respond to you — inspire positive responses
- Become aware of the 15 essential “people skills” and discover your hidden strengths and weaknesses

### Understanding Interactions: Tailoring Your Approach to Individuals

- The “unwritten” behavioral rules in your workplace: how to determine what’s acceptable and what’s not within your organization
- How to fit in with any group of people — no matter how little you may have in common
- Personal and confidential: what to do if others expect you to keep something quiet or cover up for them at work
- Strategies for dealing with people and situations you cannot change

### Ensuring an Unforgettable First Impression

- The art of small talk: tips for conversing easily in unfamiliar settings or with new acquaintances
- The way to meaningful conversation by listening instead of talking and how master conversationalists use this fantastic technique
- How to start off on the right foot every time, within just four minutes of meeting someone
- The subtle moves that draw people in: eye contact, gestures and physical “aura”
- How to shake hands flawlessly using techniques that boost your professional image
- Name power: step-by-step methods to remember and use people’s names, and guarantee that others will remember yours

### Dealing with Difficult Behaviors and Negative Situations

- How to know whether to agree, disagree or remain neutral when facing complaints
- Precise parameters for handling complainers diplomatically
- Seven approaches to avoid at all costs when faced with complaints
- When you’re wrong: how to admit mistakes and errors without losing respect or reputation
- The secret to saying “no,” when to provide reasons and how to preserve good relations
- Criticism or insult: how to respond, hold on to your self-esteem and keep the peace
- Specific tips for dealing with the most difficult office behaviors

### Communicating: a Two-Way Street

- Communication cues: how to recognize implicit verbal cues and nonverbal signals
- Ways to use the principles of body language to multiply your communication effectiveness
- How to direct the flow of communication: whether you want to move it up, coax it down or get it across!

### Selling Yourself and Your Ideas

- Specific ways to gain support for your career aspirations
- Build and enhance key professional relationships
- The basics of negotiation: how to hammer out agreements that make everyone feel like a winner
- Strategies for presenting your ideas so that you get credit without creating jealousy or resentment
- How to open closed doors by proposing new alternatives

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## Registration Information

### Enroll Today!

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