Effective Communication™

Managing Communication to Drive Business and Client Relationships

Program Description:

In today's business environment, communication travels almost at the speed of thought, and the amount of communication the average person receives in a day has the potential to overload even the most efficient person.

This is compounded by the fact that communication is conveyed via a wide range of formats including: texts, emails, phone, and face-to-face meetings, and the effectiveness of the message will vary based on the communication medium that is used.

With the many layers of a company who interact with customers, the development and maintenance of client relationships will hinge on ensuring that every customer interaction is positive. Whether that be in response to a routine request, or diffusing a call from a very unhappy customer.

Therefore, it is critical that everyone who interacts with customers, whether that be Customer Service, Technical Service, R&D, Applications, Project Management... all understand how their communication can impact the business and the overall client relationship.

The Effective Communication™ training module is designed to address these challenges, and provides common sense approaches for ensuring that:
• Communication is clear and concise
• The right message is delivered
• The business implications of the message are understood
• Every communication with the customer is positive and is an iterative step in the process of building strong client relationships.

"I know that you think you understand what you thought I said, but I don't think that you realize that what you heard is not what I meant!"

For example, if you were to ask someone to "clean" something what would they do?
- Biologist: Sterilize it.
- Engineer: Sand and polish the surface down to a prescribed thickness.
- Physicist: Use a microscope to scan the surface and remove all small particles.
- Business Person: Call someone to do it for them.

Delivering the right message is sometimes not as easy as it should be. Effective Communication™ helps you get your message out of the bottle.

"Partnering with clients to accelerate growth."

Program Outline:

The Effective Communication™ training module can be run as a stand alone program or as an add on to the popular Tech*sale*nce™ program. By combining it with Tech*sale*nce™, a full day program can be created that completes a broader training objective.

Effective Communication™ is an interactive workshop that incorporates a mix of exercises, discussions and presentations. To illustrate key points, group exercises and a wide range of reference stories are included in each area. This provides for an enjoyable experience and a training session that the team will remember.

The program is designed to provide the cross functional team that interacts with customers the understanding and tools to ensure that all their interactions with customers are positive.

Effective Communication™ learning objectives include:
• Components of Effective Communication
• Barriers to Effective Communication
• Common Communication Challenges:
  • Customer Requests
  • Rush Shipments
  • Delayed orders
  • Delivering "Bad" News
• What to Say, and What Not to Say to Customers
• Communication Do's and Don'ts
• Contact/Meeting Follow-up
• Next Step/Action Plans
• Implementation/Installation Plans
• Conflict Resolution

Who should attend:

Any staff that has direct contact with customers including, but not limited to: Customer Service, Technical Service, R&D, Engineering, Operations, & Quality. And of course, Sales & Marketing.

Time Requirements:

The program is run as an on-site program at the client's location and will be customized to meet a specific training objective. Typical class times are 2-4 hours.

Class sizes are 10- 25 people. Groups of over 25 people should be done in multiple sessions.