



## Advanced Business Communication<sup>®</sup>

### - Introductory Workshop -

*Communication is a two-way street – use it!*

#### Why should I attend this workshop?

Do some of your meetings go brilliantly whilst many others, seemingly randomly, go flat? Are you tired of the anxiety of selling ideas, products or services? Do you spend as much time worrying about tricky questions than answering them? Are you sure you can meet your client's needs? Would you like the personal security that comes from being able to pick up the phone every time and communicate effortlessly?

If you need to sell concepts, change attitudes, influence buying decisions or negotiate settlements; whether you're self-employed, an entrepreneur, a business or sales manager, or just a regular employee - this **Introductory Workshop** is for you. It draws together key elements from [Fearless Selling<sup>®</sup>](#) and [Advanced Business Communication<sup>®</sup>](#) Certifications - all in one highly focussed day.

#### What will you take away from this one day?

Expect to learn and practice new techniques, knowledge and habits that will totally **transform the way you do business**.

Based on sound, proven cognitive & behavioural psychology and using the discipline and structure of Business NLP, your fail-safe toolkit will include:

- how the Business Communication Model works
- how to turn 'Selling Pressure' into 'Buying Facilitation'
- 'Precision Questioning' and 'Active Listening' techniques
- the importance of 'TakeAways<sup>®</sup>', and how to elicit them
- 'Business Rapport' well beyond body language
- Client Communication Styles & Buying Strategies
- your 'TakeAway<sup>®</sup> Matrix' & how it drives business
- 'Convincer<sup>®</sup> Grids' that quickly bind clients to you
- tools for negotiation, conflict resolution & proposals

#### How will my business benefit?

- Less stress and more effectiveness in making a case
- Fewer costly errors though mis-communication
- More effective dealings with colleagues, client & partners
- More & bigger sales - earlier, easier and more enjoyably
- Profitable engagement with clients' REAL business drivers
- Complete removal of commercial fear and anxiety
- No time or effort wasted chasing 'lost causes'
- Proposals that actually help you win business
- Free your true enthusiasm, creativity & expertise

#### Who will the trainers be?

**Trevor Wilkins**

Principal, [Holis Associates](#)

- 20 years [commercial experience](#)
- Master Practitioner of NLP & Hypnosis
- Business Sales Founder & Builder
- Ashridge Management College Diploma
- Bachelor of Science Degree



Trevor is passionate about turning Selling into Buying and brings his energy for transformation to all his classes

**Roger Ellerton**

Founder, [Renewal Technologies](#)

- Author of many successful [books and CDs](#)
- Certified Trainer of NLP
- Professor - University of New Brunswick
- Executive in the Canadian Federal Government
- Certified Management Consultant (CMC)



Roger is driven to help people address challenges at work and at home and to get more of what they desire from life.

#### What is the structure of the workshop?

The training will be a fast paced, challenging blend of classroom teaching, live demos, exercises and interaction with the trainers and coaches. There will be time for personal questions and to be coached through some of your individual commercial challenges. The day will begin at 8:30 am on **Nov 4<sup>th</sup>** at the [NLP Partners Learning Centre](#) 8 Sweetnam Drive, Ottawa [K2S 1G2](#) and finish at 5:00 pm.

#### Who should attend?

- people who 'don't sell' but in reality do it all the time
- project managers and company directors
- sales people, marketing and sales management
- business, technical and process analysts
- business owners who want to grow their business
- entrepreneurs wanting to raise capital or find partners
- in short, pretty much everyone in business who wants it to be more enjoyable, successful and effective.....

#### What is the cost and how do I register?

For registration before 1<sup>st</sup> October **\$175 + Tax**

For attendees registered after this date **\$197 + Tax**

To register, please email us at: [ABCIntro@holis.ca](mailto:ABCIntro@holis.ca)

.....or call us at **613-792-3866**



# Holis Associates



Communication is a two way street.....

.....augmenting Field Communication skills for everyone