



Coaching and Training Offerings



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Leadership & Management

Developing Your Personal Communication Style	4
Speaking to Boards and Shareholders	4
Preparing for the IPO	5
Managing the Media	5
Conducting Executive Briefings	5
Managing Difficult People	5
Building Trusting Relationships	5
Motivating	6
Strategies for Delegating	6
Disciplining	6
Delivering Feedback	6
Handling Defensiveness	6
Implementing Situational Leadership	6
Servant Leadership	7
Implementing Emotional Intelligence	7
Problem-Solving Strategies	7
Running Effective Meetings	7
Communication Skills for New Managers	7
Developing Coaching and Mentoring Skills	7
Communicating Change	8
Listening	8
Interviewing for the Job	8

Public Speaking

Controlling Your Fear of Speaking	9
Structuring Your Message	9
Persuasive Presentations	9
Preparing Conference Speakers	10
Connecting with Listeners	10
Thinking on Your Feet	10
Practice Strategies	10
Handling Difficult Questions	10
TED-Style Talks	11
Enhancing Your Oral Image and Influencing	
Through Body Language	11
Using Visual Aids Effectively	11
Developing Your Speaking Style	11
Speech Writing	11

Presenting as a Team	11
Technical Presentations	12
Using Notes and Scripts	12
Corporate Storytelling	12
Delivering VC Presentations	12
Speaking Clearly	12
Transferring Skills to Business Situations	12

Sales Communication

Selling for the Non-Sales Professional	13
Cold Calling for Success	13
Effective Pre-Sales Call Planning	13
Uncovering Needs	14
Explaining Technical Solutions to Non-Technical Buyers	14
Becoming a “Demo Artist”	14
Handling Objections	14
Closing Techniques	14
Building on Your Current Sales Training	15
Enhancing the Delivery of Your Sales Presentation	15

Customer Service Communication

Investigating Service Attitudes	16
Creating the Sounds of Exceptional Service	16
Utilizing the Language of Exceptional Service	16
Active Listening for Service	16
Using Persuasive Skills	17
Managing Stress	17
Handling Challenging Customers	17
Delivering Bad News	17
Recovering from Mistakes	17

Accent Modification

Enhancing Basic Speech Clarity	18
Understanding American Idioms	18
Creating American English Rhythm	18
Correcting American Sounds	18
Learning Conversational Skills	18
Fine-Tuning Grammar and Sentence Structure	18

Who We Are

Since 1964, the executive communication coaches at The Speech Improvement Company have touched more than a million people around the world. In fact, we are the oldest speech coaching firm in the United States. Our coaches are located on four continents and service an international clientele that includes the following:

- Fortune 500 executives
- business professionals
- politicians
- professional athletes
- entrepreneurs
- private individuals

All the executive communication coaches at The Speech Improvement Company are formally educated to at least the graduate level, and many have gone beyond. Furthermore, our team attends monthly development days to ensure that our coaches are apprised of the latest research, theory, tools, and trends related to human communication. We are well-versed in all aspects of human communication and cultural understanding, and have both the educational background and the real-world experience to identify speaker strengths, uncover areas of need, and evoke behavioral change.

To date, we have written twelve books on communication and are published in five languages. Our coaches serve as leaders and advisors for local, state, and national professional organizations and have instructed at Harvard University, MIT, and other world-class institutions. Many members of the team conduct pro bono work for non-profit and community organizations.

At The Speech Improvement Company, we develop and deliver customized group training programs and one-on-one coaching sessions that are conducted in a variety of mediums. Training and coaching may be conducted in our offices, at a location of the client's choosing, or remotely, via Skype, FaceTime, GoToMeeting, etc. More than 90% of our clients return for short- and long-term follow-up service.



What Topics We Cover

We focus on helping clients strengthen their interpersonal and mass communication skills for application in both business and personal settings. While each client interaction is carefully assessed for specific needs, we focus on these five areas:

- leadership & management
- public speaking
- sales communication
- customer service communication
- accent modification

Lessons for all of these major areas of concentration are offered in a variety of forms and can be combined to create an individually-tailored learning experience. The following pages provide introductory information about the topics we cover in these major areas of concentration. For more detailed information, contact us at speechimprovement.com.

Our Approach

The Speech Improvement Company engages every client interaction using the following core values:

- approachable
- responsive
- authoritative
- professional

Our coaching style is direct, empathic, specific, and immediate, and often results in quick, positive personal and professional transformation. Clients come to view our coaches as partners and mentors.

Through our extensive knowledge and understanding of human communication, we identify key client needs and tailor an approach to meet the client's specific circumstances. We approach learning on three levels with:

- Intellectual: Does the person fully understand what's being taught?
- Emotional: Does the person deeply believe in the value of what they are learning?
- Behavioral: Is the person able to apply the lesson?

Our approach to each learning experience is informal, informative, and interactive. If you're looking for help with any area related to communication, contact us to speak with a coach.

Leadership & Management

Leadership and management are not the same, although both are critical skills in a business setting. Still, strengthening each skill requires a different approach. Leaders are those who say and do things that other people want to follow. Managers are those who say and do the things that accomplish tasks through others. Regardless of whether you are in a leadership or management role, communication is a must-have skill. Ineffective communication in these roles can have devastating effects.

Our coaches teach leaders and managers how to inspire trust, confidence, and loyalty through effective communication. For decades, world-class organizations have entrusted their senior and emerging leaders to our training and coaching in order to develop and strengthen the effectiveness of their communication skills.

We provide a variety of formats to address the topics of leadership and management communication. To provide the best outcomes for our clients, we learn the culture of the organization, the responsibilities at stake, and the learning styles and capabilities of each participant. Clarity, motivation, and teamwork are key drivers of our leadership and management training and coaching. The most common topics are described below, but we can also provide additional training on request.

All our training and coaching is customized to the group or individual's needs. The modules listed are examples of common areas of focus.

Developing Your Personal Communication Style

What two words would you like people to say about you after you have left a meeting or a conversation? The answer defines your communication style. Style coaching is one of our most popular leadership and management offerings. It allows senior executives, managers, and emerging leaders to achieve their personal vision of how they wish to present themselves. Our coaches work with clients on their core communication skills, beginning with their two style words. The result is authentic, comfortable, and effective leadership or management capabilities.

Speaking to Boards and Shareholders

Most important business communication occurs between leaders, managers, board members, and shareholders. Because Boards advise and direct management teams on key decisions, it is critical that leaders and managers clearly communicate the vision, metrics, and progress of the organization. Having worked with thousands of managers and board members, we have developed valuable insight into how relationships, presentations, handling questions, and more can affect your communication success.

Whether you're new to senior management or an old pro, this module will allow you to hone your Board and shareholder presentations and share your thoughts in a clear, concise manner. Our guidance will help you strengthen your relationships and effectiveness with your Board and shareholders.

Preparing for the IPO

You've been working hard to get your company into a strong position leading up to your initial public offering. How do you tell your story to potential investors? The investors do not want simple marketing materials—they need to understand the value, opportunity, and financials of your company. Most importantly, you need to demonstrate the excitement and confidence your leadership brings to this new business opportunity. Each member of your IPO team must communicate the appropriate mix of information, education, persuasion, motivation, and confidence. In this module, our coaches work with you to develop your message and present it in an authentic and impactful manner.

Managing the Media

Interacting with the print or electronic media can be daunting and dangerous ... or delightful. Whether you are a politician, corporate executive, professional athlete, or company spokesperson, you must learn to communicate with short, simple statements and avoid embarrassing gaffes. Some settings are easy, while others will feel like battle zones. Our media management training makes use of a variety of tools and techniques, including real-world practice exercises. This module will help you master any interview, control your anxiety, understand the mind of the media, and deliver the right message.



Conducting Executive Briefings

Whether at staff meetings or when giving team updates and performance reviews, leaders and managers make informal presentations every day. Executive briefings, however, require a completely different level of skill. They occur periodically and are usually focused and inclusive. They require preparation and organization. This module covers the process of creating executive briefings, from developing effective messaging and organizing information to presenting the briefing with confidence in both appearance and tone. This is one of our most frequently requested modules.

Managing Difficult People

We don't always get to choose whom we lead or manage. Even when we do, relationships change, different personalities clash, and interactions can become difficult. This module will introduce the importance of understanding various personalities and work styles. Training and coaching sessions use real issues to practice techniques for diffusing conflict, creating mutual understanding, and enhancing your team's ability to work together.

Building Trusting Relationships

When relationships are strong, you can communicate anything. When they are not strong, even the simplest feedback becomes difficult. This module provides an understanding of why and how strong relationships are created using our original research, which has unveiled the two most important characteristics for building a strong working relationship. This module utilizes practice to strengthen the techniques and skills that foster trusting relationships.

Motivating

Without the right motivation, nothing gets done. Employees are less proactive and creative thinking can stop. Leaders and managers need to maximize employee engagement because nothing is more damaging to an organization than low morale. Not everyone is motivated by the same things, however, and most managers do not understand how to maximize the motivations within their teams. Fortunately, we have researched this topic extensively and developed a practical and easy-to-use tool for managers to identify how their team members are motivated and how to adapt their communication to speak to that motivation from within.

Strategies for Delegating

Have you delegated tasks, only to discover that the end result is not even close to what you had in mind? How do you delegate to a person who does not report to you, or who consistently drops the ball? In this module, you will learn the five steps to effective delegating that will ensure your much-needed outcomes are met.

Disciplining

The word alone carries negative connotations, but effective leaders and managers know that the purpose of disciplining is to educate and change behavior. This module covers discipline as a core competency that leaders and managers must possess. Participants learn how to construct an effective message and deliver it with a keen awareness to timing, phrasing, body language, tone of voice, and listener need.

Delivering Feedback

The act of giving feedback has been the subject of intense and extensive academic studies. Contemporary research suggests that there are several feedback types, strategies, and purposes. Still, many leaders and managers find the process uncomfortable or ineffective. This module is designed to help leaders and managers identify various approaches to giving feedback and learn the most effective words, phrases, attitudes, and approaches for achieving the desired outcome.

Handling Defensiveness

Defensiveness is common in communication, and its source is often misunderstood. Many even fail to recognize it in its overt or covert forms. Whether you are interacting with family members, managers, or employees, learning to recognize and overcome defensiveness is a difficult but critical skill to master. This module teaches how to frame conversations in a manner that validates your listeners' concerns and keeps them from shutting you out.

Implementing Situational Leadership

Since the 1980s, situational leadership has grown as a method for leaders to remain effective in their organizations or on a global scale. In the modern business lexicon, situational leadership covers specific styles of leadership communication. The idea that leadership styles may change based on the situation can be easy to understand, but difficult to implement. Our coaches will help leaders and managers blend a wide range of styles and approaches and help them maximize their leadership potential.



Servant Leadership

In the business world, the term “servant leader” describes a leader who highly prioritizes the needs of the team. Servant leadership is based on the fundamental premise that a leader should ask his or her supporters, “How may I serve you?”, and thereby generate a loyal following. We have been coaching and training servant leadership skills for decades. Understanding the concept is simple, but learning how to adapt your communication style takes skill and practice. This module teaches how to lead through empowering and serving others.

Implementing Emotional Intelligence

Famed psychologist Daniel Goleman introduced the term “emotional intelligence,” which is the ability to perceive, control, and evaluate emotions. The concept has become mainstream language in many organizations and represents a natural progression of what our experienced communication coaches teach on a daily basis. Leaders and managers must combine self-awareness and empathy with the ability to express these items in order to communicate effectively. Our coaches provide the tools, techniques, and strategies to help you achieve and implement emotional awareness. Participants learn to communicate in a manner that truly matches their listeners’ emotional needs.

Problem-Solving Strategies

The core of leaders and managers’ responsibilities within an organization is to solve problems. Our executive communication coaches focus on problem-solving from a communication standpoint, in terms of how a leader or manager can facilitate the team to derive effective solutions. Our easy-to-learn, six-step problem-solving format is based on years of academic research in human behavior. Participants will acquire the skills to facilitate virtually every problem-solving process, from global politics to local HR issues.

Running Effective Meetings

If you feel that most business meetings are time-wasting exercises that produce few results, you are not alone. Business professionals at all levels have expressed frustration with ineffective meetings. For decades, The Speech Improvement Company has diligently studied and tracked the best practices of meeting facilitation and productivity. This module helps meeting facilitators to implement valuable techniques that ensure maximum participation and positive outcomes, including the elusive skill of starting and ending on time.

Communication Skills for New Managers

Moving into a new managerial position requires learning a new set of skills. The communication skills learned at an earlier stage of a career may not carry over into a new position. As a manager, you need to learn how to mentor, provide feedback, motivate, discipline, and effectively delegate. This module delivers important techniques for each of these responsibilities. This module is specifically tailored to teach new managers how to communicate with competence and confidence.

Developing Coaching and Mentoring Skills

Since the 1990s, coaching and mentoring have become widely used to develop employees in the business world and are important skills for anyone in a managerial or leadership role. Learn how to communicate in both coaching and mentoring styles while learning the differences between the two. Among other things, learn Socratic questioning, goal setting, skills in accountability, and ways to inspire that lead to full development.

Communicating Change

Let's say that you have invested hundreds of thousands of dollars into a management consulting company. The consultants have looked carefully at your business and proposed changes—perhaps even significant ones—to strengthen your business. Poor communication of these changes can have devastating results, such as low morale, high turnover, and drops in productivity. Change can be difficult, but if communicated well, organizations can minimize the negative impact and maximize motivation and support. This module teaches participants at all levels how to effectively communicate new changes in a friendly or hostile environment.

Listening

Listening is not just about hearing—it involves the understanding and evaluation of what is heard. Whether you're in a face-to-face meeting or talking on the phone, leaders and managers must exhibit comfort and proficiency in six specific areas of listening, or messages can be misunderstood. These qualities and techniques are the focus of this module. In addition, this module covers the top ten barriers to listening, and how to overcome them. This is one of our most popular topics.

Interviewing for the Job

Available as part of your outplacement package or for specific individuals. How long has it been since your last job interview? Do you know what to say and how to say it? It can be difficult to know just what part of your experience to talk about or how to address personal questions. This job interviewing module goes deeper than finding the perfect answer to the “What's your weakness?” interview question. It teaches participants how to anticipate questions, how to speak with confidence, and how to impress the interviewer.



Public Speaking

Speaking is such a natural, common experience that few people ever stop to think about whether they are doing it well. In the business world, such assumptions can be costly. Technical misrepresentation, poor first impressions, and ineffective speaking styles can harm your career. On the other hand, skill in speaking is necessary at all career stages—from the employment interview to daily job performance and job advancement. Career success depends on making the most of every speaking opportunity.

Our public speaking coaching and workshops offer practical guidance on building speaking confidence and enhancing speaking effectiveness in a business environment. The modules presented below may be worked on individually or combined for maximum growth and development.

Training and coaching is customized to the group or individual's needs. The modules listed are examples of common areas of focus.

Controlling Your Fear of Speaking

The fear of speaking has interfered with and prevented the successful growth and development of more business careers than any other single factor. It strikes at all levels, ages, business disciplines, and genders. The most upsetting part is that, people don't have to suffer from it. Anyone can come to understand and control a fear of speaking. Our executive communication coaches have spent decades studying the topic and helping people control their anxiety, so that they can speak with confidence.

Structuring Your Message

Is your message clear and easy to follow? Do you have a meaningful structure? A well-structured presentation can have a huge impact and keep listeners engaged, even if the speaker is nervous. This module of communication excellence will teach you how to organize your message in a way that is easy for listeners to follow.

Persuasive Presentations

Business speaking requires a mixture of information and persuasion. Both are critical, and you use both in different situations and for different reasons. The distinction between these two types of speaking is that informative speaking lists data and impartially clarifies and enlightens with no particular goal other than making information clear. Persuasive speaking urges a partisan decision, favors a position, and tries to garner acceptance for that position. In many presentations, the speaker will use both information and persuasion in order to convince the listeners.

This module will help you understand the difference between informative and persuasive presenting. It teaches how to implement these concepts in your content and delivery and the three ways of persuasion that are used in virtually all presentations we see today. You'll learn how to choose the proper mode of persuasion and how to match your message to your listeners.



Preparing Conference Speakers

Companies spend hundreds of thousands of dollars to bring employees together for conferences. Within these conferences, leadership needs to communicate ideas in a clear, confident, and inspirational manner. Presenters must be consistently excellent, but not monotonous. Our team has worked with thousands of companies to prepare their speakers, trainers, and managers to approach an event utilizing coordinated themes, messaging, and language. This module will help your team coordinate their efforts and make a more successful, memorable, and enjoyable event for both presenters and listeners.

Connecting with Listeners

Have you ever felt that your listeners were confused? Have listeners ever asked you to get to the point? Truly connecting with your listeners is fundamental in all communication and critical for a successful presentation. This module teaches you how to make your point and engage all of your listeners. It does not provide a one-size-fits-all methodology, but rather covers a whole range of skills from which you may choose the best approach for specific groups.

Thinking on Your Feet

Have you ever wondered how some people always have the right thing to say at the right time? There is an art to handling yourself well in just about any setting—from dealing with an angry customer to holding a political debate or managing a contentious investor meeting.

Imagine yourself in front of the executive committee, the board of directors, the press, or a client, and someone requests that you speak on an unfamiliar topic. Perhaps you are asked a tough question that you hadn't anticipated. What do you say? Thinking on your feet is a module that teaches you how to process and organize your thoughts quickly in a way that will help you communicate clearly and with confidence.



Practice Strategies

Understanding good communication techniques is a start, but speakers are like athletes or musicians—they need to practice what they've learned. Many people try to practice, but few have the discipline to perfect their technique on their own. At The Speech Improvement Company, we take a behavioral approach to our training and coaching. Therefore, we don't just teach theory, but also how to practice. This module goes over established practice strategies to use during training and on the job.

Handling Difficult Questions

Speakers must prepare to answer real questions about their topic. Sometimes, listeners ask friendly, genuine questions, but often, you might be tasked to answer aggressive or set-up questions. In either case, the ability to handle even the most difficult question in a clear, comfortable, and competent manner is an important skill. Whether you have been called to answer questions at a congressional committee, in a sales meeting, or during a team presentation, this module will teach you how to hear and understand questions in order to respond with effective answers.

TED-Style Talks

TED started in 1984 as a simple conference to share new ideas about technology, entertainment, and design. Over the years, the group expanded to invite speakers from all walks of life, and today it is a well-known organization with a website hosting thousands of videos that have been viewed hundreds of millions of times. Each TED talk lasts 18 minutes and features thoughtful ideas from speakers giving stand-up presentations with an inspirational, keynote approach. Our coaches are well-trained to help speakers deliver TED-style presentations. We coach you on how to make optimal use of the format so it will work best for your chosen presentation style.

Enhancing Your Oral Image and Influencing Through Body Language

Research states that over 70% of messages are relayed in non-verbal channels. Your look, hand gestures, facial expressions, and body language all contribute to the message. The sound and quality of your voice also add to the impression you make. In this public speaking module, you'll learn how to use your non-verbal assets to strengthen and support your speech. Your coach will work with you individually to maximize your delivery technique.

Using Visual Aids Effectively

Visual aids can help or hurt a presentation. Whether you are using PowerPoint, Keynote, Prezi, slides, video, a software interface, or other visual support, you need to make sure that the visual won't distract from the presentation. Many speakers have chosen to just abandon visual aids all together and even proclaim that they are above using such tools. However, well-utilized visuals will significantly improve a presentation. This module will teach best visual aid practices and offer the opportunity to practice techniques with individualized coaching feedback. Listeners will appreciate how skillful use of visual aids truly enhance your presentations.

Developing Your Speaking Style

Have you ever said to yourself, "I wish I could speak like that?" Have you wondered how to be more engaging, insightful, or approachable? Style coaching is a unique and time-tested approach invented by The Speech Improvement Company to help you control how you come across to others. We will teach you how to observe, process, and develop mannerisms and language that achieve your desired speaking style without sacrificing organizational expectations or authenticity.

Speech Writing

When considering speech writing, the writer should always be sure that the language used in the speech fits the delivery style of the speaker. Our executive communication coaches work with clients to understand their style, skill level, and intended message. We then work with the client to compose a tailored speech—we can assist the writing process or write a speech on your behalf. The outcome will be a compelling delivery that combines the most important components of public speaking—persuasion, connecting with listeners, organization, and delivery techniques—into a complete presentation. With The Speech Improvement Company's speech writing module, you can feel confident that the resulting speech has been written specifically to highlight your strengths and communicate your intended message.

Presenting as a Team

There are always challenges to presenting as a team. Does everybody get to speak? Do some team members speak too long? Are some boring? Should you sit or stand? How does the team interact in front of the client? It's common for listeners to perceive the presenters not as a team, but rather as a collection of people with the same business card. Without harmonization, the team loses the trust of the listeners and their message becomes muddled. This module will help your group come together as a coordinated, tightly knit unit that can deliver consistently effective messages.

Technical Presentations

Technically-minded people usually produce technical presentations. When presenting to other technically-minded individuals, they rarely run into trouble. However, a group of laypeople will become confused and overwhelmed if they don't understand the jargon. Our executive communication coaches have extensive experience helping speakers present the technical aspects of their message in a simple way that allows speakers at all levels to remain engaged with their listeners. This module will teach speakers how to assess their listeners' technical knowledge, and then design presentations with complex ideas that can be understood by the least technical listener.

Using Notes and Scripts

Using notes or a script can help ensure that you convey the key words and proper message in your presentation. Yet notes and scripts can also get in the way when they inhibit the delivery technique. Our executive communication coaches have worked with public speakers for decades, and recognize the most effective approaches to utilizing notes. This module teaches participants how to use their notes or scripts comfortably and speak with confidence.

Corporate Storytelling

We influence people in many ways. While professional competency is a strong positive factor, customers and partners also need to feel a connection to us, our company, and our product or service. Consequently, corporate storytelling workshops have become extremely popular. Storytelling might seem intimidating, but it's really simple. You don't have to be a standup comedian—you simply need to share your idea in a way that is easy to understand and will engage your listeners.

There are various styles of storytelling. Our coaches will help you find your style and teach the tools, techniques, and practice methods that will move your message from simple information delivery to truly inspirational tales. That's our story, and we'll help you tell yours!

Delivering VC Presentations

Venture capitalists have set expectations and a limited amount of time, so leaders and teams must know exactly how they are coming across. They can then ensure the message is persuasive and maximizes the VC's excitement for funding their organization. This module teaches messaging, proper delivery, and practice strategies. Upon completion, your team or team leader will be more prepared to present in a way that inspires venture capitalists to take action.

Speaking Clearly

Do your listeners ask you to repeat key words? The ability to speak clearly is an important skill no matter who you are. There are several ways to lose your listeners, but poor articulation, mumbling, and lack of volume are the most preventable. Don't force listeners to work harder just to understand the words coming out of your mouth! This module of communication excellence will teach key sounds and practice techniques to ensure that you are speaking clearly.

Transferring Skills to Business Situations

Communication looks and sounds different in a board meeting than around the water cooler. What communication choices work best in which situations? How formal should your speech or writing be for certain business applications? Our coaches will help you to confidently "code-switch"—that is, adapt your communication choices—for the best results across casual and professional environments.

Sales Communication

Today, selling is more complex and competitive than ever. Sales professionals need to understand their buyers' business objectives, needs, and organizational buying processes. The ability to sell relies heavily on efficient communication, whatever the sales technique. Our coaches have extensively studied the various sales methodologies and know the similarities, differences, shortcomings, and overlaps. Whether you're using The Challenger Sale, SPIN Selling, The Sandler Sales System, Miller Heiman, or another method, our executive communication coaches will help you learn to really listen, to understand your potential customer's needs, and to recommend solutions that connect with the customer on an emotional level. Our expertise in sales communication has helped sales professionals master the various speaking and writing skills necessary to "move the needle" and meet their goals.

Training and coaching is customized to the group or individual's needs. The modules listed are examples of common areas of focus.

Selling for the Non-Sales Professional

The word "selling" is a loaded term that, for many people, has negative connotations. However, if you peel back the onion, selling is simply communicating in a way that helps customers with their buying decisions. It has three basic parts:

1. Uncover a problem and understand its significance.
2. Figure out how you'll fix it.
3. Inspire someone to take action and pay you for the fix.

This module helps the non-sales professional to understand selling and develop the right communication skills to help navigate all three components smoothly and professionally.



Cold Calling for Success

Cold calls can be the most difficult and anxiety-inducing aspect of selling. Perhaps in part this is because prospecting is more than just making a phone call. You need to really understand what you're offering, properly identify top prospects, learn about them, open the call, quickly deliver your value proposition, and develop rapport. Every aspect of the cold call is achievable. With the proper technique, you can approach cold calling with confidence and the knowledge that you have the ability to significantly grow your book of business.

Effective Pre-Sales Call Planning

When you're in communication with a prospective customer, time is of the essence. Proper preparation is essential to ensure that not a moment of your client's time is wasted. This module teaches how to research individuals, companies, competitors, and target industries. By arming yourself with meaningful insight to structure the sales call, you will gain greater call efficiency and increase your likelihood of advancing the sale.

Uncovering Needs

In order to make a successful sale, one must clearly understand what the prospect needs. This module teaches methods for using open-ended questions that uncover the true needs of any stakeholder. Furthermore, you'll learn the best way to address these needs and the consequences for the customer of not taking action. You'll uncover their time frame for the decision and its priority within the prospect's organization.

Explaining Technical Solutions to Non-Technical Buyers

If you sell complex, cutting edge products and services, you need to have an educated buyer. Educated buyers will feel comfortable and confident when they understand what you're offering and how it benefits them. Too often, salespeople and systems engineers launch into descriptions filled with techno-speak and acronyms that merely confuse the prospect and derail the presentation. This module teaches how to understand the other party's level of knowledge and comfort, and then adjust your presentation accordingly to teach buyers the value of your product or service.

Becoming a "Demo Artist"

Product demonstrations are often a significant part of the sales process. One of the most critical skills in selling is the ability to demonstrate the product or explain the service in a way that inspires the customer to move forward. Anyone can learn demonstration mechanics, but a demo artist is constantly making connections with the buyer and adjusting the demonstration to match. He or she knows when to talk and when to listen. The demo artist blends just the right amount of explanation, demonstration, inspiration, and excitement. Learn communication skills to become a demo artist who can listen strategically, demonstrate the most important features, be memorable, answer questions appropriately and specifically, handle objections, and partner with others from your company who are involved with the sale. Our executive communication coaches can assess your product demonstrations and offer guidance for improvement.

Handling Objections

Many see objections as obstacles to be avoided, but the best sales professionals know that objections are opportunities. How you handle objections is an essential skill for success in sales. However, uncovering and addressing concerns from prospective buyers takes courage. You need to ask the right questions and give the right answers. You need to pay attention to your language choices while aligning your non-verbal cues to increase your credibility and overall effectiveness. Learn a six-step method that has been proven to help sales professionals move the sale forward. The practice in this module will use real-world examples from your selling environment.

Closing Techniques

Traditional sales training taught specific strategies to get the buyer to say "yes." However, many of these techniques were adversarial and left the customer feeling manipulated. Customers don't want to be "closed," but they do expect the salesperson to help them make the right purchasing decision. Closing can only occur when the salesperson asks for a decision and then patiently waits for an answer. The complicated part is knowing when to ask, who to ask, and how to ask within the bounds of the customer's buying process. In this module, learn how to recognize, plan, and execute the best approach to get the sale. Our executive communication coaches will look at your current techniques and offer guidance.

Building on Your Current Sales Training

Have you already put your team through training? Whether they've learned Sandler, Miller Heiman, SPIN, or one of the many other sales training methods, your team already knows what to say, when to say it, and to whom. Top sales performers, however, combine excellent relationship building and communication skills with those established practical and proven selling techniques. In this module, our coaches help you take your sales technique to the next level. We teach how to sell confidently and credibly by using our communication expertise to supplement the training you've already done. Even the most experienced sales professionals have something to gain from communication coaching.

Enhancing the Delivery of Your Sales Presentation

Salespeople are often better talkers than listeners, but a successful sales presentation should prioritize receiving information rather than dispensing it. Your solution must fit the needs of the buyer to advance the sale, and you can only understand those needs if you ask the right questions. More important is to know when to stop talking and start listening in order to properly position your products and services. In this module, you will learn how to conduct an effective, meaningful exchange of information with a potential customer. Learn how to use what you hear to adjust the presentation and maximize your communication and connection with listeners.



Customer Service Communication

It's far less costly to keep a customer than to find a new one, and the communication provided by the people in your organization can make all the difference. Whether an employee is dealing with customers, clients, guests, or patrons, they must deliver polished, professional, and friendly communication. Since everyone perceives service in a unique, emotional way, customer service professionals must have the knowledge and skills to understand and work within each customer's "perception of service" to deliver service at a world-class level.

The following modules provide valuable customer service and telephone communication skills. All modules are conducted in a supportive and interactive environment. Participants will learn many valuable techniques to deliver an excellent service experience, including how to avoid escalating calls to management. As with all our training, these modules will offer many opportunities for practice and feedback.

Training and coaching is customized to the group or individual's needs. The modules listed are examples of common areas of focus.

Investigating Service Attitudes

When delivering service to internal or external customers, our biases and attitudes can get in the way. Delivering service is often a very challenging responsibility. Customer service professionals need to acknowledge their attitudes and the sources of these attitudes in order to learn how to control them and thereby avoid negative customer interactions. This module will teach participants the tenets of ABC, or Attitudes Become Communication. Our executive communication coaches help participants identify their preconceptions in order to resist negative responses to frequent service frustrations.

Creating the Sounds of Exceptional Service

Your customers will often pay attention to how you sound more than what you are saying. A positive interaction can depend on your tone and inflection, speed, and projection. This module teaches participants the various sounds of service and how to master their own sounds to best communicate with customers.

Utilizing the Language of Exceptional Service

Words matter! Your choice of words, such as "customers," "clients," "guests," or "patrons," will shape their perception, and perception shapes service communication. Your clients are, indeed, listening! Don't let your choice of words become a distraction during a customer interaction. In this module, learn how to use phrases and words that will help you build a relationship with your customers.

Active Listening for Service

We hear everything, but don't always listen. "Active listening" is a skill that enables you to understand customers' experiences and meet their physical and emotional requirements. This module teaches participants how to actively listen in a service environment in a way that respects the customers and ensures a mutually beneficial service conversation.

Using Persuasive Skills

In order to make a customer feel comfortable, service representatives need to understand how people receive information and are persuaded. This is particularly important when the service professional must convey negative news. Customers can leave a negative exchange with positive feelings when you use the right persuasion skills. Learn the general means to influence human beings and how to use these means effectively within the service sector.

Managing Stress

A little stress is healthy, but too much stress can ruin even the best interactions. Did you know that it has a direct impact on how you sound and look? To keep stress from negatively affecting your service interactions, learn how to recognize and effectively manage your triggers.

Handling Challenging Customers

At times, customers can be difficult. They may come to you with stories about their problems or your mistakes. They might even mistreat you. We need to remember that there are always two sides to every story. Learn how to diffuse difficult situations and become the difficult customer's advocate, rather than the enemy.

Delivering Bad News

Do you sometimes need to deliver news to your customers that they do not want to hear? The ability to deliver this information with the right tone of voice, cleverly chosen words, and persuasive prowess will allow your customers to continue to hold you and your company in high regard. Even if your customers don't get what they want, they will feel pleased with the service interaction. In this module, participants learn how to practice and deliver bad news in a way that is custom-tailored to your specific industry and service environment.

Recovering from Mistakes

You are human and you will make mistakes. Fortunately, most customers focus more on how you recover from the mistake than on the mistake itself. When a service representative attempts to prove they are right, it can leave the customer feeling defeated or angry. Simple communication techniques can help fix that mistake and get the service experience back on track. Learn how to structure and deliver your message in a way that makes that customer feel valued.



Accent Modification

For better or worse, certain accents can hinder successful communication. By concentrating on articulation and pronunciation, our Accent Modification training uses a one-of-a-kind approach designed to help business speakers be understood more easily when speaking in American English. These modules are designed to fit your individual needs with sensitivity, patience, and understanding of cultural differences.

Enhancing Basic Speech Clarity

Sometimes people know just what to say, but still have trouble being understood in person or on the phone. An accent, a soft voice, or other speech impediment can limit the effectiveness of your expression in personal and professional settings. Our individualized, evidence-based speech training programs will help you speak clearly and with confidence.

Understanding American Idioms

“Touch base?” “Out of pocket?” Many American expressions and figures of speech used in professional and casual environments (not to mention online!) can be confusing to non-native speakers. Even moving to a new region can uncover idioms that baffle native English speakers. In this module, we help you decode the mysteries of American English figures of speech. With this knowledge, you can better understand and be understood.

Creating American English Rhythm

Beyond the building blocks of consonants and vowels, American English has a rhythm and melody unique in the world of communication. You may feel confident about your language and pronunciation, and yet still feel that there’s something missing from your speech. Our coaches can help you master an authentic American cadence.

Correcting American Sounds

Non-native speakers are often faced with the barrier of pronouncing completely new speech sounds, like r, th, and w-v. Our coaches draw from research in physiology and cultural and educational science to build custom practice programs that will help you train your muscle memory for automatic accuracy.

Learning Conversational Skills

Conversation is a natural interaction, and invaluable because it helps build trust and rapport. Spoken language flows and changes direction faster than some people can manage. Starting at exactly the level where you’re comfortable, our coaches will support you in developing conversational skills for success in both business and casual environments.

Fine-Tuning Grammar and Sentence Structure

Who or whom? Does it really matter if I end a sentence with a preposition? (What exactly is a preposition, again?) To communicate successfully in speech and writing, a comfortable command of English grammar is essential. We can help you fine-tune your language for optimal clarity and impact.



Notes

Notes

“As I mentioned to you, I wish your coaching feedback began 10 – 15 years earlier in my career; however, it’s never too late!”

— *Business Development Manager, global technology company*

“I never thought it possible that, in six short weeks, you could transform a life-long fear of public speaking into the ‘joy of public speaking’!!”

— *Personnel Manager, Fortune 500 upscale retail chain*

“I want to thank you for what I believe to be the most beneficial workshop I have attended in my whole life.”

— *Healthcare Administrator, small regional hospital*

Speak with Confidence

Coaching and training communication skills worldwide since 1964

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