



SS126: Certificate in Advanced Business Communications

Training Description:

This training course aims to provide further insight into the skills and knowledge related to your role working in business communications, paying attention to technology in business and more.

This intensive training course will provide learners with a deeper understanding into business communication, exploring technology and its impact on business communication, verbal and non-verbal communication, and more. This course will discuss the key principles within business communications, and discuss further training in the field and more.

This training course will provide a great insight into your role with the use of practical examples throughout the course. Whether you are familiar with key principles already, you want to get started working in a field where this knowledge is important, looking for more training, or just interested in this field of study, this course will cover a range of modules and provide multiple examples for assessment.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Increase interpersonal effectiveness in every business situation by using advanced communication skills that build trust and rapport
- ✓ Deepen understanding of customers' needs and achieve improved business results by discovering powerful listening and language skills which uncover people's underlying values and beliefs
- ✓ Get the results you want every time you negotiate, interview, manage staff or sell, through deep understanding of the other party's needs
- ✓ Increase employee engagement by improving your communication skills and learn how to deal effectively with the full range of staff management situations – both formal and informal

Training Designed for:

This course is intended for those who want to dramatically improve their workplace communication, taking it to a level they didn't know existed. It will benefit everyone involved in negotiations, interviewing, managing staff and selling. The core communication skills that you will learn can be applied in any situation.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

FIVE DAYS:

- ❖ Business Communication Methods – Verbal
 - Effective oral communication improvement
 - Sales presentation
- ❖ Exploring Non-Verbal Communication

- The art of negotiation
- Posture and body language
- Facial expressions
- Eye contact
- Gestures
- Touch
- Personal space
- Tone of voice
- ❖ **Customer Communication Skills**
 - Focusing on customers
 - Effective customer communication
 - Important business considerations
- ❖ **Effective Customer Communication Techniques**
 - Positivity
 - Written notes
 - Limited distractions
 - Asking for customer preference
 - Communicating on social media
- ❖ **Internal Business Communication**
 - Need to communicate
 - Importance of communication
 - Managerial proficiency
- ❖ **Communication Channels and Flow**
 - Downward
 - Upward
 - Lateral
 - Diagonal
 - External
- ❖ **Technological Advancements and the Impact on Communication**
 - The impact of technology
 - New tools for business communication
- ❖ Course Conclusion
- ❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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