



CORPORATE COMMUNICATIONS

PROVIDING PEOPLE POWER

TRAINING DIRECTORY



CORPORATE COMMUNICATIONS is one of Lahore's leading management and HR consultancies. We have been providing training solutions for over 5 years to many leading business organizations. Our range of course programs includes:

- ❖ Management,
- ❖ Sales,
- ❖ Interpersonal Skills,
- ❖ Cross Cultural Competency,
- ❖ Team Building and
- ❖ Leadership, etc

This makes us the first choice provider, whatever your training needs.

Our Training Services:

We offer a wide range of open and tailor-made training courses

- ❖ Training needs analysis
- ❖ Training Solutions
- ❖ HR consultancy
- ❖ Management Consultancy
- ❖ e-Consultancy
- ❖ Recruitment Services
- ❖ IT troubleshooting

Passionate about everything we do from the quality of our training to the quality of our people. We believe in building partnerships, understanding our clients' needs, culture, training and business objectives, so that we can successfully exceed their expectations each and every time.

For further details please contact:

Telephone: +92-42-6106348

Cell: 0301-5804518

Email: info@ceesquare.com

For bookings and enquiries, please call 042-6106348 or visit www.ceesquare.com

All courses can be tailor-made and delivered at clients' premises.

COSTS:

- ❖ The "open course" costs starts from Rs. 3000 per person, depending on course duration and requirements.
(Minimum number of participants is 15)
- ❖ Tailor-made courses will be charged at an agreed daily rate depending on the number of delegates, facilities required and the size of the overall program.
- ❖ Costs may also include cost of training activities, materials, supplies, rental of training area, travel, accommodation, as per agreement by both parties.

All course fees are exclusive of TAX which should be added at the standard rate.

At **CORPORATE COMMUNICATIONS**, We offer a wide range of open and tailor-made training courses:

⌘ First Line Management Training:

The course is also ideal for anyone who is being developed towards a First Line Management position.

- ❖ The role and responsibilities of a manager in today's business environment
- ❖ Communicating effectively using a range of methods and skills
- ❖ Use differing management styles appropriate to the individual and situation
- ❖ Recognize the actions needed to create, develop and maintain an effective team
- ❖ Effective use of time
- ❖ Delegating

⌘ Leadership and motivation:

- ❖ Leadership approaches and styles
- ❖ Essential leadership skills
- ❖ Problem solving and decision making
- ❖ Building and managing a team
- ❖ Motivational skills

⌘ Planning & Managing Change:

- ❖ Identify reasons which prompt change
- ❖ Plan activities, resources and time scales to achieve change
- ❖ Plan to facilitate effective change

- ❖ Managing the consequences of change
- ❖ Human and financial implications for the organization, teams and individuals

⌘ Recruitment and selection:

- ❖ The recruitment process/defining the requirements
- ❖ Advertising the job
- ❖ Responding to applications and short-listing
- ❖ Preparing to interview
- ❖ The interview
- ❖ The selection decision
- ❖ Theory into practice

⌘ Appraisal skills:

- ❖ Appraisals in context
- ❖ Purpose and benefits
- ❖ Preparing to appraise
- ❖ Set SMART objectives
- ❖ Prepare effectively for the appraisal interview
- ❖ The appraisal meeting
- ❖ Communication and interpersonal skills
- ❖ Provide effective feedback
- ❖ Follow-up to the appraisal meeting
- ❖ Theory into practice

The course is delivered on a bespoke basis, the organization's own appraisal process documentation can be introduced and role-plays, using professional actors, can be designed around typical situations relevant to the organization.

⌘ Stress Management:

Stress, if properly managed, can motivate to greater performance and achievement. However, for many it can be a threat to their work, health and effectiveness. This course is suitable for managers, supervisors and all those who want to improve their understanding, and management of stress.

- ❖ Self awareness
- ❖ Effective management of the demands on your time
- ❖ Communication and interpersonal skills
- ❖ The role of assertiveness in effective stress management

- ❖ Making yourself more resistant to stress
- ❖ Dealing with conflict

⌘ Coaching for Success:

For those who are responsible for coaching within an organization, and/or who is responsible for direct coaching of colleague(s).

- ❖ Training in context
- ❖ Preparing to coach
- ❖ Understanding learning
- ❖ The skills, knowledge and personal attributes of an effective coach
- ❖ Delivering an effective coaching session

⌘ Train the trainer:

- ❖ Practical training session 1
- ❖ Training in context
- ❖ Understanding learning
- ❖ Planning and preparing a training session
- ❖ The effective trainer
- ❖ Delivering the training
- ❖ Practical training session 2

Note: Both practical training sessions will be captured on an individual video cassette for each participant to keep. (Optional)

⌘ Selling Skills I: An Introduction to Selling:

This course is suitable for individuals new to the sales function or moving across from within the company, as well as people other disciplines with some sales experience but who have had no formal training.

- ❖ The psychology of selling
- ❖ Gaining new business
- ❖ The pattern of the sale
- ❖ Stepping stones to a successful sale
- ❖ Carry out the preparation required for a successful call
- ❖ Use questioning and listening techniques effectively
- ❖ Identify both verbal and non-verbal buying signals
- ❖ Handle and overcome objections
- ❖ Close the sale

⌘ Selling skills II - Advanced selling skills:

This course is targeted at field-based salespeople who have had a minimum of 12 months 'on the road' experience and those who want to refresh their current selling skills.

- ❖ Territory planning and time
- ❖ Relationship-building and
- ❖ Identifying customer needs
- ❖ Advanced questioning techniques
- ❖ Appropriate communication style
- ❖ Construct professional answers to questions and possible objections
- ❖ Present their products and/or services with the buyer in mind
- ❖ Recognize and overcome major objection types
- ❖ Presenting the solution
- ❖ Gaining commitment
- ❖ Confirming the sale

⌘ Advanced sales presenting:

Experienced sales professionals who are expert at selling but who need to be able to present and pitch for business at high skill levels in order to land major accounts. Delegate numbers will be restricted to 6 people. Delegates should be willing and prepared to give video-recorded presentations as part of the course. The main aim of this workshop is to encourage and enable delegates to present their sales messages stylishly and persuasively to expert buying audiences and improve their conversion rates. The focus is placed firmly on performance and creativity in top level presenting.

- ❖ Components of top presenting
- ❖ Pitching in teams

⌘ Effective negotiation skills:

- ❖ importance of preparation
- ❖ An introduction to negotiation
- ❖ Demonstrate negotiation techniques
- ❖ The preparation stage
- ❖ The discussion stage
- ❖ The proposing stage
- ❖ The bargaining stage
- ❖ Effectively close and confirm the negotiation

⌘ Telephone Selling:

For existing and new telephone sales staff, who are actively pursuing sales or dealing with incoming orders over the telephone.

- ❖ Customer awareness
- ❖ Communicating effectively
- ❖ Attitudes and awareness
- ❖ Pro-active telephone techniques
- ❖ Selling skills over the telephone
- ❖ Prepare for the call
- ❖ Apply a proven sales call structure
- ❖ Communicate effectively using questioning and listening skills
- ❖ Handle and overcome common objections
- ❖ Spot verbal buying signals and act upon them

⌘ Effective Presentation Techniques:

- ❖ Plan and prepare material relevant to their presentation
- ❖ Use visual aids to enhance and improve their presentation
- ❖ Deliver a concise presentation that maintains interest
- ❖ Appropriately involve the audience
- ❖ Confidently handle audience questions
- ❖ Effectively manage nerves

⌘ Customer Service Magic:

- ❖ What is excellent customer care
- ❖ Making a personal difference
- ❖ Gathering information and offering solutions
- ❖ Professional telephone manner
- ❖ Communicating assertively
- ❖ Offering options and alternatives
- ❖ Dealing with difficult situations
- ❖ Listening actively
- ❖ Effective questioning
- ❖ Speaking positively and assertively

⌘ Time management:

- ❖ Time management awareness
- ❖ Planning and prioritizing
- ❖ Managing interruptions
- ❖ Identify practical tips and techniques to use in the workplace

⌘ Assertiveness:

For those who would benefit from improving the way they interact with others by behaving in a more confident and positive manner.

- ❖ Understanding assertiveness
- ❖ Explain what assertive behavior is
- ❖ Practical steps to being assertive
- ❖ Versatile techniques and skills to deal with difficult situations
- ❖ Say 'no' appropriately and ensure they are heard

⌘ Professional Telephone Techniques:

- ❖ Importance of professional Telephone techniques
- ❖ Essential telephone skills
- ❖ Best practices
- ❖ Communication skills
- ❖ Impact of voice
- ❖ Actively listening
- ❖ Questions to gather and
- ❖ Clarify relevant information
- ❖ Summarize and record key information
- ❖ Handling difficult telephone situations

⌘ Effective communication Skills:

- ❖ Overcoming the barriers to effective communication
- ❖ Different types of influencing
- ❖ Impact of positive influencing
- ❖ The communication process
- ❖ Different types of influencing
- ❖ Effective communication skills

⌘ Total Quality Management & Kaizen:

- ❖ What is Total Quality Management?
- ❖ Relationship between Quality & Productivity
- ❖ Meaning of KAIZEN
- ❖ Impacts of KAIZEN in Organizations
- ❖ Workplace Organization
- ❖ Kaizen versus Business Process Reengineering

⌘ Employee Empowerment:

- ❖ HR and Employee Involvement Programs
- ❖ Suggestion system
- ❖ Difference between Involvement and Empowerment
- ❖ Managers Anxiety in empowering employees
- ❖ Self-Directed Team
- ❖ Quality Control Circles
- ❖ Task Oriented Organization

⌘ SOFT SKILLS Training:

- ⌘ Business Communication
- ⌘ E-mail Etiquettes
- ⌘ Telephone Skills
- ⌘ Active Listening Skills
- ⌘ Teamwork
- ⌘ Time Management
- ⌘ Stress Management
- ⌘ Self Grooming
- ⌘ Etiquettes / Hygiene
- ⌘ Work Place Ethics
- ⌘ Negotiation Skills

⌘ Team Building- Developing High Performance Teams:

- ❖ What is team building
- ❖ Need for team building
- ❖ How to build Teams in an organization

- ❖ Barriers to Team Building
- ❖ Advantages of Team building

⌘ Cross Cultural Competency:

As a multi-cultural organization your organization requires a work environment that is welcoming and supportive of people with talent and commitment. Success requires getting and keeping the best people in the community - the most talented and the most committed, regardless of other demographic characteristics - and channeling that talent and commitment toward goals

- ❖ Assessment
- ❖ Direction-Setting
- ❖ Strategic Planning
- ❖ Implementing
- ❖ Sustaining

⌘ Essential Business Etiquettes: (Also for newly hired):

- ❖ Introductions and Course Overview
- ❖ Confidence Building / Fear of Embarrassment
- ❖ The Skill of Making Small Talk
- ❖ Making That Great First Impression
- ❖ Dress for Success
- ❖ Presentation Skills
- ❖ Business Dining
- ❖ E-Mail and Telephone Etiquette
- ❖ Work Ethics

⌘ Customer Relationship Management:

- ❖ CRM basics
- ❖ Customer loyalty
- ❖ Customer information- Data Mining
- ❖ Preparations for CRM
- ❖ CRM process
- ❖ Attrition

CORPORATE COMMUNICATIONS BOOKING FORM

For all Open, Bespoke and Custom Designed Training courses



STANDARD TERMS AND CONDITIONS:

PAYMENT TERMS

100% deposit is required at the time of booking, at least seven days prior to course commencement.

CHANGES TO ORIGINAL ORDER

There will be no charge if a substitute person from your organization wishes to replace the original delegate on the same date and same course.

Substitutions notified to our office before 4 working days of the course commencement date, may result in the original name appearing on course documentation.

CANCELLATIONS

Cancellations must be notified at least **7** days prior to commencement of the training.

Corporate Communications reserves the right to re-schedule course dates due to circumstances outside of reasonable control.

Name of Company:

Name of Contact Person:

Address:

Landline:

Mobile:

Fax:

E-mail:

Authorized By(Name):

Signature:

Position:

Date:

Desired Venue:

Training Course Title(s)	Dates	No. of Delegates	Cost Per Training

Equipment required:

Special/Additional Instructions:

Please Note: Prices do not include TAX or any charges for hotel accommodation/conference facilities.
After agreement is finalized, a detailed list of candidates to attend the training shall be required.

For further details please contact:

Telephone: +92-42-6106348
Cell: 0301-5804518
Email: info@ceesquare.com

For bookings and enquiries, please call 042-6106348 or Email: marryamchaudhry@gmail.com
or visit www.ceesquare.com