

Training Courses & Programs

COMMUNICATION SKILLS

Speaking from the Front™

Course Description

This course covers the knowledge and skills required for successful communications at all levels. The training is tailored for those with different experience and expertise. It is designed to give all participants the confidence and ability to express themselves clearly to one person or a group and to provide managers and leaders with the techniques required for speaking as a leader.

Who will benefit from this training?

This course is designed to be relevant for everyone by improving their ability to communicate with managers, staff, colleagues, business & social acquaintances.

Situations where these skills would be useful include –

- Participating in Meetings and Interviews
- Speaking as a Manager or Team Leader
- Training/Informing staff, clients and/or the public
- Conducting Meetings

Course Duration & Structure

The course can be designed as a one-day seminar, or a series of sessions depending on the number of participants and the level of individual assessment and feedback required. The training is provided in an interactive environment where participants practise the skills and receive feedback.

Areas Covered

Each course is customised to suit our client's needs from a range that includes –

- the use of voice
- understanding your listener(s)
- personal presentation
- prepared presentations
- the effective use of spoken language
- body language
- 'thinking on your feet' – speaking impromptu
- listening skills
- controlling nervousness
- persuasive speaking
- informative speaking
- speaking on difficult topics

Background Information

The course will be conducted by Kevin Ryan who is a professional speaker and trainer. He has an extremely successful record of training people of all levels of experience to express themselves confidently. Over the past twelve years he has received exceptional feedback for his work with Members of Parliament, Olympic, Paralympic and other elite sports people, business people, professionals, community leaders, sales and customer service staff, primary producers and many others.

See the sheet titled *ADVANCED SKILLS* for 'follow-on' courses

Training Courses & Programs **COMMUNICATION SKILLS**

Advanced Skills **Media Skills & Meeting Skills**

Media Skills

The skills, techniques and strategies for successfully communicating with the media.

Who will benefit from this training?

Anyone who has to deal with the media – either in response to media interest or in promoting their message via the various outlets.

Areas Covered

- Radio & TV interviews – what they want
- Getting your message across
- Preparing for the interview
- Using the media – making news
- How to get them to call you

Meeting Skills

The skills and resources required to successfully convene, conduct and/or participate in meetings.

Who will benefit from this training?

Anyone who convenes or attends meetings will benefit from this training. Practicalities and formalities are explained and demonstrated in realistic scenarios.

Areas Covered

- Formal & informal meetings
- Parliamentary procedure (Renton's Rules)
- Preparing for the meeting
- Role & responsibilities of the Chair
- Setting the agenda
- Controlling the discussion
- Facilitating action

Course Duration & Structure

These courses are designed as 'stand alone' half-day or one-day seminars or are offered as 'follow-on' from the Communication Skills (*Speaking from the Front*) seminar. It could be possible to include some components of each into a customised one-day seminar – just ask us.

Training Courses & Programs

COMMUNICATION SKILLS

Persuasive Speaking & Sales Presentations

Course Description

This course covers the knowledge and skills required for successful sales presentations and persuasive speeches.

It emphasises the difference between an individual presentation and one that involves 'public speaking' skills.

It shows how to use advanced persuasive techniques to 'sell' your message to any group.

Who will benefit from this training?

This training is designed for anyone who needs to 'sell' an idea or product to a group. Common situations where these skills would be invaluable include –

- Presentations to industry or community groups
- Presentations to Committees, Boards, Assessment Panels
- Seminars, Product Launches, Trade Shows
- Information/Demonstration Sessions

Areas Covered

- personal presentation
- preparing for success
- audience/client analysis
- making them remember your presentation
- choosing the right information for each group
- structuring the presentation to be persuasive
- handling questions
- the use of audio/visual aids (including PowerPoint®)
- presenting as a group

Course Duration & Structure

The course requires one full day as a 'stand-alone' session or it can be offered as a half-day 'add-on' to the basic Communication Skills Course.

Could a lack confidence in presenting to a group be perceived as a lack of confidence in your message or product?

Background Information

The course will be conducted by Kevin Ryan who spent over twenty years in sales and sales training before becoming a full-time corporate trainer. Kevin is also a professional speaker and he has drawn on this combined experience to develop a course that gives participants the confidence and skills to perform presentations that sell. One organisation that has recently engaged Kevin for training in this area says his guidance has been a major factor in their winning projects worth \$50M in just three months.



Training Courses & Programs

BUSINESS SKILLS

Customer Relations & Service Skills

Course Description

The course firstly focuses on how to create a service standard that matches your clients and business and how to make that standard consistent. It then looks at how you can turn competent service into professional service that builds the customer relationship and enhances brand recognition and client loyalty.

Who will benefit from this training?

This course is designed for anyone who deals with customers - whether face-to-face or over the telephone. It is equally relevant to those who deal indirectly or infrequently with customers and to customer service staff.

Areas Covered

- the importance of exceptional customer service – what customers look for
- the components of professional service
- active listening skills
- techniques to ensure consistent service
- creating customer loyalty
- margin-focused merchandising
- helping your customer choose
- how to make your service 'memorable' – for the right reasons!
- how you can use humour to improve customer relations

Structure & Duration

The course takes ½ -1 day (depending on the size of the group and the level of workshop activity).

The training is provided in an interactive format that encourages participation. This ensures that participants not only receive skills training, but also the opportunity to examine where they would apply these skills in their workplace.

Background Information

Kevin Ryan has over 25 years experience in customer service and sales training. He has been involved in defining customer service standards for some of Australia's largest organisations. He is recognised across the country as one of the leading trainers in the areas of customer service, sales and communication skills for business.

Training Courses & Programs

BUSINESS SKILLS

Sales Training

Course Description

This course covers the knowledge and skills required for sales success in any area. The training can be geared for inexperienced staff, or it can concentrate on the more advanced sales skills.

All techniques reinforce the principles of Customer Relationship Management.

Who will benefit from this training?

This training is designed for any sales staff.

- Retail /Wholesale sales staff
- Service staff
- Telephone sales
- Sales representatives
- Demonstration staff

Areas covered in each course are drawn from the following areas

- Communication Skills
- Listening Skills
- Professional Customer Service
- Product Appreciation (Features Vs Benefits)
- Client Analysis
- 'Margin-Focused' Merchandising
- The Sales Process
- Basic Sales Presentations
- 'Closing' the Sale
- Dealing with Long-term Clients & Consultants (Customer Relationship Management)
- Handling Complaints
- Retail Display & Layout Guidelines

Course Duration & Structure

The course requires one full day. A half-day course as an 'add-on' to another session can be arranged.

Background Information

The course will be conducted by Kevin Ryan who has spent over twenty years in customer service and sales. Since becoming a full-time trainer & consultant, he has developed and presented customer service and sales training for some of Australia's largest companies and organisations.

His training is appropriate for businesses that deal with 'one-off' customers, those that rely on repeat business from a smaller client base, or a mix of both.

Training Courses & Programs **HUMOUR IN BUSINESS**

Course Description

This innovative training focuses on the appropriate use of humour in the workplace with the aim of improving staff communication and client relationships.

It allows participants to discover their own sense of humour and how it can be confidently used in different situations.

Who will benefit from this training?

Staff of every level will benefit from this training. It is a 'life skill' that will enhance their communication both inside and outside the work environment.

Appropriate use of humour in the workplace has been shown to improve

- Brand recognition
- Customer service
- Retail profitability
- Management/staff communication
- Staff cooperation
- Client loyalty and advocacy
- Staff retention
- Intrapreneurship (staff creativity)

Areas Covered

- Why humour is valuable in your business
- How humour improves the customer's experience
- How humour makes your business more recognisable & recommendable
- Confidence using humour
- Being humorous - not a comedian
- Understanding YOUR OWN sense of humour
- Guidelines for the safe use of humour
- Using humour in YOUR working day
- Writing humorously - for promotions, etc

"This is not about turning staff into comedians. It shows them how appropriate touches of humour can enhance a client's experience of your organisation. It can also look at how humour can be used to improve the way that staff communicate with each other."

Kevin Ryan

Background Information

Kevin Ryan has performed this training across Australia for some of the country's leading organisations who use it to improve customer relations and organisational communication. The nature of the training means that it builds communication and team work as well as being fun for staff.

Training Courses & Programs

BUSINESS SKILLS

MICROPHONES

Microphone & 'Spruiking' Skills

Course Description

This course covers the knowledge and skills required for confident use of microphones. It covers all uses of microphones; including 'spruiking' – promoting products or services to patrons or passers-by.

Who will benefit from this training?

Anyone who uses a microphone will find this training of use – for speeches, announcements, etc. Those who need to use the microphone for promotions will gain from the 'spruiking' component. Common situations are -

- Retail promotions / demonstrations
- Hospitality – venue promotions
- Specials announcements

Areas Covered

- How to make your voice sound effective through a microphone
- How to use the different types of microphones to their best effect
- How to sound - and look - confident using a microphone
- Tips to avoid the common problems in microphone use
- Microphone care
- How to give your message in an interesting, concise way
- Ways to gain your listeners' attention
- Techniques for creating a short promotional presentation

Background Information

The trainer, Kevin Ryan, is an experienced professional speaker and trainer. He spent over ten years supplying and designing amplified sound systems, so he brings a wealth of technical and practical experience to this specialised training. Kevin has provided this training to some of Australia's largest hospitality and retail organisations with great success.

Training from Ryan+Associates

TEAM BUILDING

'Working as a Team'

Course Description

This course uses fun, structured exercises to create a greater appreciation of individual strengths and the value of the team. While there is a strong emphasis on participant enjoyment, the second half of the course puts the focus firmly back on the realities of their working team to identify possible improvements.

Who will benefit from this training?

Any people who are required to work in a group will benefit from this course. This might be staff of a business, or members of an industry or community group. It is useful in helping new team members to become integrated into the group as well as allowing established team members to identify areas for improvement. Identifying common goals leads to improved individual and group performance.

Areas Covered

- the importance of teamwork
- the individual as part of the team
- the attributes of a successful team
- goal setting & the team approach
- group communication & team meetings
- dealing with conflict

Course Duration & Structure

The training is highly experiential. This ensures participation by all trainees as they discover how they interact in a team environment. As much as possible, the learning is acquired through group activities.

Part One of the course involves activities to encourage participation, fun, and innovative thinking. Part Two focuses the activity towards specific workplace scenarios

The course can be presented as a two-day (live-in) experience (which is probably ideal); however, aware of the difficulties this presents when involving a number of people, a one-day course is available.

"You've done it again! The follow-up session was even better than your first. The staff really enjoyed the day – and I know we will see the benefits follow. Thank you."

Ian Browne, Manager Property Division, Australia Post