

Communispond™



Solutions & Services

09

High-Performance Communication Programs



COMMUNISPOND
40th
ANNIVERSARY
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Who Speaks for Your Organization?

Since 1969, Communispond has been helping executives, managers, salespeople, and individual contributors speak with power and precision, turning their butterflies into bravos from their audiences. And much more.... We are the premier provider of communication skills development for business. We bring cutting-edge solutions to every communication challenge your organization faces – Influencing, Writing, Persuading, Selling, Interviewing, Day-to-Day Interpersonal Impact, Media Interviews.

We assess your needs in order to create unique solutions. We apply proven methods to improve your people's communication performance. Our training produces results.

The question remains, "Who speaks for your organization?" We know – from 4 decades of experience with clients from all industries all over the world – that every employee speaks for you. Make sure those employees communicate with impact and purpose.

I invite you to read through this catalog and see a sample of the value we can bring to your organization. We look forward to putting our world-class communication skills training to work for you.

Sincerely,

A handwritten signature in black ink that reads "Bill Rosenthal". The signature is written in a cursive, slightly slanted style.

Bill Rosenthal
CEO, Communispond

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We understand the needs of organizational leaders like you.

EVERY BUSINESS CHALLENGE IS A COMMUNICATION CHALLENGE

Communication failures happen every day. And miscommunication costs your company – in time, in employee and customer loyalty, innovation and market share, and of course money. Consider these scenarios:

- Your company's HR Director gives a presentation to non-exempt staff, and half of them come away believing they've been cheated by the new vacation policy.
- Your head of IT sends an email to everyone explaining network security, but at least a dozen people find her writing so dense and complex that they end up opening a virus-ridden attachment anyway.
- An account executive books a \$100,000 deal with a long-time customer, but you later learn that a competitor has booked \$1.5 million with the same customer for related services that your company could easily have provided.
- Your company installed expensive and critical new tracking software, but several high-level managers failed to persuade their teams of its value. As a result the system is rarely being used.

Your business is a unique mix of people, products, customers, markets, suppliers, physical assets – and challenges. Communispond can help your company meet the communication challenges posed in situations, such as:

Launching a Product. Your people need to position and represent the product, showing customers how it meets their needs.

Delivering Difficult News. A bad quarter, a layoff, a reduction in benefits, a merger – these events require framing the message carefully and delivering it credibly.

Developing Leaders. The next generation of leaders must have the ability to communicate with confidence and clarity – and they need to learn these skills quickly.

Selling. Matching the customer's needs with the value of your products and services takes excellent questioning, dialogue and presentation skills.

Building Investor Confidence. A clear, consistent message delivered by every level of your organization must go along with your company's financial performance.

Let Communispond show you the benefits of high-performance communication!

WHY COMMUNISPOND TRAINING?

We understand the needs of organizations, both large and small. We have trained executives – more than 450,000 of them – from single-person companies to globe-spanning multinationals, including more than half of the Fortune 100. Our trainees have included company presidents, board chair people, sales executives, and managers and professionals at every organizational level.

Our training is relevant. All our programs incorporate materials from our participants' jobs. Your employees return to work with skills and techniques they can immediately put to use.

Our "in the moment" coaching gets results. In many of our programs, participants are recorded, then given feedback using our unique coaching methodology. We, and they, see skill improvement immediately.

We can be wherever you need us, whenever you need us. Our cadre of professional trainers cover the entire United States, as well as Canada and Mexico. We also have offices and delivery capabilities in Asia, Australia, and Europe. We stand ready to deliver a single session or a worldwide rollout.

Our faculty is qualified and experienced. We hire only seasoned business professionals for our faculty. We train them to a rigorous standard for Communispond certification.

We are authorities on effective communication. Our two latest books, *The Full Force of Your Ideas* and *Socratic Selling Skills*, are the premier texts in their fields. And outside research has confirmed the effectiveness of our presentation skills program.

We Offer Flexibility – Tailor, License, or Custom Design a Program

- Tailoring. We can easily and quickly tailor a program for you by incorporating your terminology or examples.
- Licensing. You may choose to certify your instructor(s) to deliver our programs. We will then either supply you with materials or license you to produce them at your site.
- Custom Courseware. We can produce a fully custom-designed course. Our experienced developers use accepted principles of adult learning to define objectives, create specific outcomes, and develop checklists from which you can measure observable behaviors (Kirkpatrick Level 3).

Executive Coaching

IT CAN BE LONELY AT THE TOP

And nothing is lonelier than preparing for a critical event, like a media interview, a keynote address, an IPO road show, or a conference call with financial analysts.

But you don't have to do it alone. Communispond's Executive Coaching program brings you together with a Communispond expert who can advise you on everything from the points you should cover to what gestures you should make. We've been doing individual coaching for more than thirty years for

celebrities, political candidates, and business leaders. We can do it for you.

Our coaching is successful because it's highly personalized, focused, and non-threatening. It's the most efficient way for you to acquire the skills you need for that big event.



What Happens In a Coaching Session

We custom design your coaching around your goals, objectives, and learning needs. We counsel you and rehearse with you. We record your performances, then review and discuss them with you. You'll see yourself as others see you, and you'll benefit from our famous "in-the-moment" coaching.

Working both with you and your company, we:

- Identify your areas for personal improvement
- Assess your current skill levels
- Use your real-world situations as the basis for all practice
- Provide hands-on coaching
- Record you frequently and review after each practice exercise
- Provide you with role-modeling for all skills being coached
- Provide post-training assessment to you and the organization
- Establish retention objectives and specific follow-up steps for you

"I make multimillion-dollar presentation to the world's largest companies – who knew I could learn so much in just two days?"

– Senior Account Rep, Pepsi



Executive Presentation Skills

CHARISMA. PRESENCE. PERSUASIVENESS.

These are almost indefinable qualities that seem to radiate magically from an effective public speaker. For centuries, philosophers have discussed exactly what these qualities are.

But you don't need to worry about whether you have them because you can learn the behaviors that create them. That's the concept at the core of Executive Presentation Skills. Forget the philosophy. When you demonstrate the behaviors of an

effective public speaker, you are an effective public speaker.

In our two-day program, you will learn both how to organize a presentation persuasively, and how to deliver to move an audience—large or small.

The Program

Come prepared to work. You'll complete a pre-program assignment so you'll be ready to practice with material from your own job. In class, you will model the skills of an effective presenter before a small audience of your peers (12 people with one instructor or 16 people with two) and a video camera. You'll review your performance and discuss it with a presentations expert and with your fellow students. You'll practice your delivery skills again and again. Between the first day and the second, you'll complete an overnight assignment. Then you'll perform again.

Nothing succeeds like success. You come away from this program with the invaluable experience of having performed successfully as a public speaker several times. And you'll have a program manual and a re-inforcement kit that will help you replicate the experience on your own whenever you present.

What It Means To You

You'll be surprised at the ways your professional life changes when you have the confidence to stand in front of a group of people and move them to action. Yes, your presentations will be more successful, but

there's a lot more to it than that. Influencing others in the organization is consistently rated one of the top five advancement qualities in a business professional. Being persuasive with a wide variety of audience types can make you an effective representative of your organization and a sought-after spokesperson.

What It Means To Your Organization

As employees master presentation techniques your organization becomes more focused, more dynamic. Presentation style is standardized and the messages become clear inside the organization and to the outside world. Employees gain new confidence and recognize the organization's role in giving it to them. Morale improves and turnover declines when an organization becomes highly professional and consistently on message.

Learn how to make a powerful and lasting impact on any audience, in any situation, at any time.

Executive Presentation Skills - Level 2

YOUR MASTERY OF THE MEASURED GESTURE

...the controlled posture... the confident voice... and the additional skills you have gained through Executive Presentations Skills has made you an effective presenter.

But in today's complex business world, the number and variety of presentations you may be called upon to deliver are endless. Executive Presentation Skills - Level 2 helps you refine your presentation skills, and then builds on them so that you can handle new or unexpected situations.

In this single-day program, you will take your presentation skills to the next level and prepare yourself to deliver messages in new situations, some that you may never have dreamed you could handle.



The Program

You're qualified to participate in this advanced training if you have completed Communispond's Executive Presentation Skills. You'll be part of a small class (no more than ten people), where you'll work on a project from your own job under the supportive guidance of your classmates and an experienced instructor. You'll practice new, specialized presentation skills in front of the class and a video camera. Then you'll review your work and practice again.

Based on your organization's current needs, you'll work on two or three specific situations: leading a discussion, handling challenging people, presenting with handouts, presenting as a team, presenting from a script. You'll come away with new skills and the invaluable experience of having effectively applied your current skills in a number of demanding specialized situations.

What It Means To You

Presentation skills are leadership skills. Your ability to master unusual and demanding presentation requirements will mark you as a leader. By increasing your flexibility, you increase your probability of success—no matter what business you're in. This program will improve your confidence level and your ability to command attention confidently and gracefully.

What It Means To Your Organization

The organization has already made an investment to professionalize and standardize the skills of message delivery. This training builds on that investment and helps it grow. The organization is assured that its representatives stay on message in all situations. Employee confidence and morale increases. Top management gets clearer, more reliable information from those lower down. Organizational loyalty grows.

Speak and be heard with skills that captivate, communicate, convince and gain commitment.



Virtual Presentation Skills

A RECENT STUDY FOUND THAT NEARLY 90% OF SENIOR EXECUTIVES...

...had participated in a web-based meeting in the year of the survey. Add conference calls and video conferences, and the proportion is even higher!

Virtual meetings are here to stay. Because so few people know how to run a virtual meeting effectively, those skills have become a serious competitive advantage. Keeping an audience engaged when

you're not face-to-face with them is not magic. It's a skill that we can teach you.

The Program

During the first intensive day, you'll learn the specific techniques for keeping your virtual meeting on message, for eliciting enthusiastic participation from your audience, and for effectively using the tools that are standard for most web platforms. You'll work on the skills of organizing and delivering online presentations; then—in a 90-minute follow-up session—you will demonstrate those skills. Your digitally recorded performance will allow you to review and evaluate your skills after your on-line practice.

By the conclusion of the training and follow-up session, you will have had the experience of running a successful meeting online. And, because the program concentrates on your organization and delivery skills as well as showing you how to use the most common web-meeting tools, you'll be able to do it on any platform.

What It Means To You

Competition and the need to control travel costs will increase the need for virtual meetings. Your skills will become increasingly important and the professionals who command them increasingly valuable. If you manage a remote team, you'll communicate with them more efficiently and effectively. You'll be confident that your communications in virtual meetings are clear and effective.

What It Means To Your Organization

An organization that has the ability to conduct effective virtual meetings reduces its travel costs considerably. The effectiveness of remote communication means more organizational flexibility in employing those who work from remote sites. Standardizing the organization's remote communication skills will ensure that messages can be delivered consistently, professionally, and simultaneously all over the globe.

Your skills will become increasingly important and the professionals who command them increasingly valuable.

Persuasive Dialogue

IN ANY ORGANIZATION, THERE ARE ALWAYS A FEW PEOPLE WHO SEEM TO INFLUENCE EVERYONE ELSE...

...independent of job title, position, or authority. These are the influential people with a knack for persuasion. But what do these people do that makes them persuasive? Successful persuaders are those who understand the viewpoints of others and then use that information to clearly present their own. You can master these and other skills that will make you both persuasive and influential. In two intensive

days, you'll learn to use a six-step dialogue process for comfortably and effectively persuading others.



The Program

Using content from your work world, you'll learn how to create a collaborative environment and how to open and sustain a productive dialogue. Video recording will help you evaluate your skills—what you are doing well and what you need to adjust. You'll get supportive advice and intense coaching on your performance. And you'll have an opportunity to do it again so you can see your own improvement.

By the end of the program, you will have learned a process for persuasive communication. You will have refined your active listening skills and your ability to open a discussion with mutual goals. You will be able to position a topic, present your ideas effectively, and bridge any disagreements.

What It Means To You

The ability to influence is valuable to every organization. With this ability, you can become a “go-to” person in your company. You'll find that people return your phone calls, ask for your opinion, and include you in important meetings. You'll be able to generate buy-in for your ideas and minimize dissension. You may even find your job is more fun when the human element works in your favor.

What it Means To Your Organization

Organizations with persuasive employees benefit in countless ways. There is more harmony in the workplace and more contentment among customers. Problems are solved faster; grudges and ill feelings are minimized. Employee productivity increases and people “get on board” more readily. Morale improves while turnover and recruiting costs decline. And when you standardize the organization's communication model, accurate communication occurs faster, improving the pace of all work processes.

Discover how to influence others through discussion and consistently bring colleagues, associates, superiors and even rivals around to your point of view.



Socratic Selling Skills

IN ANY ORGANIZATION, THERE ARE ALWAYS A SMALL NUMBER OF SALESPEOPLE...

...who do most of the selling. They are the stars, and they seem to have been born to sell.

But you don't have to be a natural-born salesperson if you simply master the behaviors of one. What are those behaviors? Successful salespeople focus every interaction with a customer on learning more about that customer and his or her needs. If you learn how to ask the right questions and listen to the answers, you can position your products and services successfully. And then you will become a sales star, too.

In this two-day program, you will learn to plan a sales call, open a dialogue, uncover your customer's needs, handle objections, resolve issues standing in the way of a sale, and close and solidify business relationships.

The Program

This skills-based program uses content from your own job: your customer cases, your products, your knottiest sales problems. You'll learn how to open and sustain a dialogue, and then demonstrate and be coached on your skills. Your progress will be recorded on video and you will receive feedback from your classmates. You will get supportive advice on your performance, review what you've done, and do it again.

You will come away from this program having demonstrated the skills of probing and active listening, as well as the knowledge you need for planning sales calls, resolving objections, and closing so that you continue to build the relationship. Having practiced the skills effectively in class, you'll be prepared to do it effectively back on the job. And you'll have a manual and a tip card to help you.

What It Means To Be You

Of course, increasing the rate of closes is all the benefit most salespeople ever want. But in addition, you'll find a significant change in your professional life when you have mastered Socratic Selling Skills. You'll find it easier to get appointments and you'll form deeper, stronger relationships with your customers. Selling is just more rewarding when you're good at it!

What It Means To Your Organization

Higher sales and reduced cost of selling are just the beginning for an organization that trains its sales force in the skills of Socratic Selling. This sales model leads to deeper, stronger customer relationships, which help to insulate the organization against the effects of business downturns and personnel changes. There's also a benefit in standardizing sales skills: the salespeople represent the organization more predictably and more professionally. Morale improves in the sales force. Turnover and recruiting costs decline. And most organizations report that the skills of Socratic Selling invigorate their salespeople!

Acquire the skills to ask questions that get the answers you need—then use those answers to make the sale.

Sales Presentation Skills

THERE COMES A TIME WHEN YOU HAVE FORMED YOUR RELATIONSHIP WITH THE CUSTOMER. . .

...when you have learned as much as you can about the customer's needs and motivations. . . when you have applied your most imaginative thinking to connecting the customer's need with your product. . .

That's when you need to stand before the customer's purchasing committee—or the stakeholders—or the key individual and present your proposal. It is when you explain to your audience how your product creates a compelling benefit and has exceptional value for their organization.

That is when your company and your product depend on your credibility, your authority, and your grace under pressure. Make no mistake: sales are made as a result of the presentation of the proposal, as well as on the proposal itself. A great proposal can be destroyed by a poor presentation.



The Program

Before the session, you will complete an assignment that brings your own work into the training. During the session, you will be recorded practicing the skills of an effective sales presenter with your peers, and be coached by your instructor. You'll get supportive comments on your performance, review it for yourself, and then do it again so that you can see your improvement.

By the end of the program, you will be able to organize, prepare, and deliver a sales presentation to any size group. You will practice effective verbal and nonverbal skills. And you will master support materials of any type: PowerPoint slides, product samples, or handouts.

What It Means To You

Better, more effective sales presentations mean more sales. The ability to focus your sales message on their needs impresses customers and separates you from the pack. And the ability to deliver a persuasive presentation, seated or standing, is a valuable leadership quality that stays with you no matter where your career takes you.

What It Means To Your Organization

Better sales presentations mean more sales. And there are incalculable benefits to having confident, charismatic people representing your company. When customers have confidence in your salespeople, they have confidence in your company and its products. When your salespeople give clear, effective presentations, they prevent misunderstandings, reduce cancellations and "make-good" costs, and prevent "buyer remorse."

Master the art of giving powerful, convincing sales presentations that put you at the top of your game.



Selling By Phone

TELEPHONE SALES TAKE PLACE IN AN INTENSE SELLING “ENVIRONMENT”

A dialogue limited to the phone restricts a salesperson’s ability to read customer reactions and spot buying signals. It also makes it very challenging to keep the customer’s attention.

But many of the challenges disappear if you know how to engage the customer in sincere dialogue about their needs. That’s the idea behind Selling By Phone. If you know how to get a customer’s

attention and focus on his or her needs, the sale is inevitable.

In our two-day program, you will learn to get a prospect’s attention, verify that you have a decision-maker, focus on his or her needs, and negotiate a sale.

The Program

You will use information on your own sales situations, customers, and prospects. Your planning and skill practices will be based on your own products, experience, and sales goals. Using role-plays, you will practice managing selling situations that have given you trouble in the past. You’ll get supportive advice from your peers and coaching from your instructor. And your sales dialogue will be recorded so you can evaluate both how you sound and what you say.

You will complete multiple selling exercises in this program, and profit from valuable practice and coaching. You’ll also have your manual, a well-defined process, and a copy of your recorded dialogue to keep you on track back on the job.

What It Means To You

Your calls will be much more efficient when you learn how to find the buyer more quickly. Your sales will increase and that will build your confidence as a salesperson. You will also enjoy more comfortable and satisfying interactions with your customers. Existing customers will take or return your calls sooner, and prospects will turn into customers more quickly.

What It Means To Your Organization

Increased sales and a reduced cost of sales are inevitable when the sales professionals are more skillful. Add to that the benefit of deeper, stronger, more comfortable customer relationships. Your organization will also find that better telephone sales skills and better customer interactions reduce overselling and excessive promises by salespeople. And that improves your company image.

You will complete multiple selling exercises in this program, and profit from valuable practice and coaching.

Call Centers: Solving Customers' Problems

THE CALL CENTER IS THE PRESSURE COOKER OF THE MODERN ORGANIZATION.

The unceasing tide of customer problems creates a debilitating stress level. And yet there is always at least one person working there who moves from call to call with relaxed grace, inscrutable enthusiasm, and singular equanimity.

What's the secret of the call center star? Learn to manage a dialogue with a customer and you learn to manage the customer.

In one intensive day, you'll learn to understand the real issue behind a customer's call, put the customer at ease, and work through to a successful outcome.



The Program

Bring some of your most challenging customer problems with you. You will practice the skills of an effective problem solver with your peers and receive valuable instructor coaching. You will be recorded so that you can analyze what you say and how you sound.

You'll come away from this program with the invaluable experience of having managed a challenging call successfully. And with your recorded feedback, a clear "customer first" dialogue model, and your manual, you'll be prepared to replicate your success when you get back to the call center.

What It Means To Be You

When you know how to do something well, your confidence goes up and your stress level goes down. Using the process we teach, you'll find that customers respect you, their calls are shorter, and you enjoy the achievement of a high closed-ticket ratio. You'll be more successful in your role, as well as more relaxed as you help your customers.

What It Means To Your Organization

Increasing the effectiveness of call center problem solvers is by definition a reduction in cost. And this kind of training is also a way to impart the organization's values to its most critical front-line personnel. Training call center people to be courteous and effective is a way of demonstrating your organization's commitment to the customer and helping your employees deal with the stress of their job. You will improve your organization's image where it counts the most.

Using the process we teach, you'll find that customers respect you, their calls are shorter, and you enjoy the achievement of a high closed-ticket ratio.



Mastering Interpersonal Communication

THE MODERN WORLD'S EMPHASIS ON SELF-EXPRESSION...

...often means that much of what passes for communication is simply someone stating their own opinion. Or worse yet, argument. While it may be entertaining, it's rarely productive. True communication occurs when the people work together to achieve clarity, whether their goal is exchanging information, generating ideas, or resolving a problem.

In a single, intensive day, you'll learn to use a six-step model for achieving your communication goals through productive dialogue.

The Program

Working with an instructor and your peers, you will use six critical steps to successful interpersonal communication. You'll learn to open a discussion, clarify what the other person means, give your information clearly, bridge differences that may arise, and brainstorm to overcome obstacles. You'll even learn how to say "No" when it's required.

By the end of the program, you will be able to identify the six steps of effective communication and apply those steps in a variety of situations to accomplish your communication goals. You will have identified your own personality traits and know how to recognize others' personalities in order to adapt your behavior to make communication easier.

What It Means To You

By the end of this program you'll learn to use others' views and perceptions so you can work more effectively with them. Your new understanding of the people around you will make you a better member of any team. You'll avoid conflicts based on misunderstandings, and you'll discover that mastering interpersonal communication can improve your work as well as your personal life.

What It Means To Your Organization

Reducing conflict and stress in the workplace improves both morale and productivity. Teams are more productive when information is exchanged comfortably and accurately. Clear, effective communication reduces the cost of mistakes and rework. A standard model for the communication creates a positive corporate culture focusing on solutions not problems. And that creates harmony in the workplace.

By the end of this program you'll learn to use others' views and perceptions so you can work more effectively with them.

Write Up Front

NO ONE IS BORN KNOWING HOW TO WRITE EFFECTIVELY...

...but all successful leaders learn how to do it. Writing is one of the critical business skills that must be mastered.

To write effectively, you must organize your thoughts, write a draft, check your readability, and edit for tone and style. There are simple guidelines to help you with every step: from defining your main message, to adjusting your words for the appropriate tone. If you apply the right guidelines, you have the “secret” to writing a clear and effective business document.

In a single intensive day, you’ll learn the skills and techniques of effective writing. You’ll have the opportunity to apply those skills and techniques to several emails and documents you bring with you to class. You will actually see the improvement in your clarity, conciseness, and tone.



The Program

You will bring to the session several examples of your emails and documents. During the day, you’ll be rewriting those messages based on the techniques you learn. You’ll get supportive feedback from your peers and your instructor, and you’ll give feedback to others.

You’ll come away from this program with real insight into your writing strengths and the skills you need to enhance. Most importantly, you will have a solid process for business writing and guidelines to help you with any writing you do in the future.

What It Means To You

When you learn the guidelines to effective writing, you will spend less time writing—and rewriting—your messages. You’ll approach writing tasks with more confidence and take more pleasure in them. Your credibility won’t be damaged by poorly written documents. People will take action more consistently because they understand your directions. You’ll receive fewer emails asking for clarification! And you’ll find that the ability to write effectively gains you respect—both inside and outside your organization.

What It Means To Your Organization

Clear, focused, and concise written messages mean fewer problems caused by misunderstanding. Your employees will spend less time re-communicating with customers and between departments because the first message wasn’t clear. Rework will be minimized. Consistent, high-impact writing helps the organization control its message. It will enhance and maintain your positive image.

When you learn the guidelines to effective writing, you will spend less time writing—and rewriting—your messages.

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