

*The Difference is .... Atassh Consultants*  
*Transforming Lives through Training & Development. Since 1991.*

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Module: COMMUNICATIONS - 'CONVERSATION CONTROL'

Program Duration 6 days

- a. How to assess your conversation control?
- b. How to recognize cues & clues?
- c. When to use problem-centered and solution centered behaviour?
- d. How to change conversations through statements and request?
- e. How to use time dynamics in conversation?
- f. Why territory & permissions are important?
- g. Ways you win or lose in conversation?
- h. How to use facts and opinions to diverge and converge?
- i. How visuals can improve your verbal?
- j. Get your summarizing act together.
- k. Conversational seduction and how to manage it?
- l. How to challenge Assumptions and be assertive.
- m. The art of giving feedback.
- n. When you are positive and when you are negative?
- o. How to speed up and slow down conversations?
- p. How you can use conversation control skills?
- q. How to improve your conversation control?

## **SYNOPSIS – 'LEADERSHIP' THE MENTORING WAY**

### **Introduction:**

Leadership skill can be acquired through training and effort even if background, modesty, lack of confidence or inexperience creates self-doubt. The process often begins when individuals discover that they have qualities and strengths usually associated with leadership. They then surprise themselves with their own inner resources. When this kind of inner strength is revealed, its existence is not easily forgotten. Regular exercise of new-found strength produces further achievement and a sense of self-fulfillment so that growth leads to growth.

Potential leaders also need to recognize that along with the role comes responsibility. Taking charge is never easy and effective leadership requires considerable effort. This means pressure, stress and challenge, but also immense satisfaction when a task is successfully achieved.

Seven areas are essential for successful leadership. The purpose is to improve leadership performance in both major and minor roles recognizing what needs to change and practicing the necessary skills.

### ***Seven steps to successful leadership:*** ***days***

***Program duration 8***

1. Developing Awareness.
2. Understanding People.
3. Power and Authority.
4. Communication.
5. Decision-Making.
6. Creating a Vision.
7. Taking Charge.

## **SYNOPSIS – ‘How To Delegate’**

### **Introduction:**

Delegation is an essential element of any manager's job. Used effectively it provides real benefits for everyone involved. **'How to Delegate'** will enable to achieve the best possible results from each delegation you make, from small everyday tasks to major leadership appointments. The program covers every aspect of this process, from deciding and prioritizing which tasks to delegate and choosing the right person for the job, to recognizing and overcoming barriers and anticipating risks. Practical advice on how to motivate and develop staff, build loyalty, and give and receive feedback, will increase your confidence and help you to become a skilled and trusted delegator.

### **Modules: days**

**Program Duration 6**

#### **Understanding Delegation:**

- Defining Delegation.
- Why Delegate?
- Recognizing & Dealing with Barriers.
- Building Relationship.

#### **Delegating Effectively:**

- Selecting Tasks.
- Deciding which Tasks to Keep.
- Planning a Structure with Delegation.
- Considering Roles.
- Understanding Accountability.
- Choosing the Right Person.
- Preparing a Brief.
- Securing Agreement in Principle.
- Briefing Effectively.

#### **Monitoring Progress.**

- Working with Controls.
- Minimizing Risks.
- Reinforcing a Delegate's Role.
- Providing Support.
- Maintaining the Boundaries.
- Giving Feedback.
- Praising & Rewarding.
- Analyzing Difficulties.
- Assessing Ability.

#### **Improving Skills:**

- Developing Delegates.
- Appointing Sub-Leaders.
- Developing Yourself Through Delegation.

**Synopsis of "BE A WINNER"**

Why some people are always in the right place at the right time. They move forward in life from one success to another, overcoming obstacles and accomplishing their goals. Ask any failure and he/she would tell you this is simply a matter of luck.

***The Key to Win is not Luck but in Understanding what makes WINNERS.***

Success is not a mystery but the result of developing certain qualities in yourself that help you to achieve success. This workshop will help you in understanding and developing these qualities to make your dreams come true.

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MODULE ----- "BE A WINNER"

Program Duration: 4 days

1. What makes Winners?
2. Secret of Success.
3. Building a Winners Attitude.
  - Formation of Cycles
  - Building a Positive Cycle
  - Self Image
  - Prosperity & Financial Services
  - Do it Now
  - Learn to Learn
  - Learn to Dream.
  - Risks
  - Discipline.
4. Building a Winner's Character
  - Characteristics of Winners
  - The Law of Sow & Reap
5. Goals ----- Setting Goals & Achieving Them
  - Set your Goals
  - Overcoming Obstacles
  - Hard Work
  - Persistence
  - Time Management
  - Start from Today

## *Achieving Success*

Excellence in today's competitive work place demands more than a thorough knowledge of ones specialist field. People skills: such as the *ability to inspire others, foster a sense of cooperation and delegate effectively*, are of critical importance. Equally vital is the *MASTERY* of a range of practical skills – from effective analytical skills to time management; and a *confident, determined attitude* towards a career. A balanced mix of all these elements is what differentiates a **COMPETENT MANAGER** from an **OUTSTANDING one**.

*ACHIEVEING EXCELLENCE* provides a comprehensive grounding in all these areas. The practical knowledge is supplemented by indispensable tips and a revealing self-assessment exercise that will highlight strengths and weaknesses, guiding an individual to improve performance and attain excellence.

**MODULE: Duration Four Days**

Main Section	Sub-Sections Under the Main Section
1. DEVELOPING ONES POTENTIAL	<ol style="list-style-type: none"> <li>1. Building Key Attributes</li> <li>2. Developing Confidence</li> <li>3. Mastering Risk Taking</li> <li>4. Developing Drive</li> <li>5. Leading Effectively</li> <li>6. Keeping Fit</li> <li>7. Pursuing Excellence</li> </ol>
2. IMPROVING ONES SKILL	<ol style="list-style-type: none"> <li>1. Increasing Learning</li> <li>2. Effective Thinking</li> <li>3. Improving Memory / Reading</li> <li>4. Writing &amp; Speaking More Fluently</li> </ol>
3. BECOME MORE EFFECTIVE	<ol style="list-style-type: none"> <li>1. Boosting Creativity</li> <li>2. Using Time Efficiently</li> <li>3. Being More productive</li> <li>4. Choosing Priorities</li> <li>5. Understanding Money</li> <li>6. Reducing Stress</li> <li>7. Assessing Progress</li> </ol>
4. ACHIEVING SUCCESS	<ol style="list-style-type: none"> <li>1. Reassessing Ones Goals</li> <li>2. Finding Mentors</li> <li>3. Making Contacts</li> <li>4. Taking the Lead</li> <li>5. Influencing Others</li> <li>6. Planning Others</li> </ol>

**5. EXERCISE: Assessing Ones Ability.**

## Module: PROFESSIONAL SELLING SKILLS. (ENTRY LEVEL)

### Program Duration 4 Days

#### I. Introspection:

- a. Mapping your life ..... Type of a sales person you are.
- b. What makes a sales person? ..... 'A SUPER SALES PERSON'
- c. The core of success ..... POSITIVE THINKING.
- d. Understanding the Buyer Behaviour.
- e. Value factors ..... Buyer's evaluation about products and services.
- f. The importance of LISTENING.
- g. Building a dynamic sales personality.
- h. REPORTING ..... It's importance.

#### II. How to prepare for a sale?

- a. Prospecting & pre approach.
- b. Organizing the selling function:
  1. Planning.
  2. Approach
  3. Interest
  4. Convince
  5. Desire
  6. Action

#### III. Close.

- a. How to help customers make up their minds.
- b. Closing Techniques.
- c. Make sure the customer is ready to be closed?
- d. Overcoming 'PRICE CONDITIONING' ---- Close.
- e. Closing with a clipboard.
- f. Closing over the telephone.
- g. Closing a group or a Board of Directors.
- h. What to do after you have closed the sale?

#### IV. Overcoming Objections.

- a. Why do customers raise objections?
- b. What do objections reveal?
- c. Rules for overcoming objections.
- d. Techniques.

**Synopsis of "COLLABORATIVE SELLING" (ADVANCED LEVEL SKILLS)**

**Program Duration: 6 Days**

The world has changed in significant ways, and sales people today must have new skills, new attitudes and new understanding of how to work with their clients. Here are a few questions that might help demonstrate this point:

- Have you found that your competitors are more aggressive than they used to be?
- Do you have more competitors than you ever had in the past?
- Does it seem harder to sell your product now than it was just a few years ago?
- Are price issues a constant problem?

The ultimate Sales Training Program, for hungry sales professionals who want to excel in today's complex sales arena. It is based on a dynamic new approach proven in Sales Training Program in some of the nation's most successful companies. *COLLABORATIVE SELLING* supplies a result-driven, six-step communication and problem-solving program that helps you select the solutions that reward you and your prospect.

**MODULE:**

**STEP I: Targeting Your Market.**

- Demonstrate your Competitive Advantage.
- Identifying and Finding your Best Customers.
- Using Personal Marketing to Generate Leads.

**STEP II: Contacting Your Prospect.**

- Contacting Prospect with Direct Mail.
- Gaining an Appointment.
- Strategies to Improve your Relationships with Prospects and Customers.

**STEP III: Exploring Your Customer's Needs.**

- Exploring Needs Effectively by Asking the Right Questions.
- Listening Actively to Your Customers.
- Exploring Your Customer's Needs and Opportunities.

**STEP IV: Collaborating With Your Customer.**

- Creating Options to meet your Customer's Needs.
- Selecting Options with Your Customers.
- Proposing Solutions with your Customer.

**STEP V: Confirming The Sale.**

- Dealing with a Prospect's Rejection of Your proposal.
- Addressing Customers Concerns.
- Dealing with Postponement.

**STEP VI: Assuring Customer Satisfaction.**

- Servicing the Customer.
- Enhancing the Customer Relationship.
- Expanding Business Opportunities.
- Building a Lifelong Quality Relationship with your Customer.

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## Module: PERFECT SALES PRESENTATION

Program duration 4 days

1. Do your homework **BEFORE** the Presentation.
2. Getting past the **GATEKEEPER** on the telephone.
3. **CREATING** initial **INTEREST**.
4. The **FACT-FINDING** session.
5. **PRESENTING** the product.
6. **CONTROLLING** the sale.
7. **ASSUMING** the sale.
8. **OVERCOMING** objections.
9. **CLOSING** the sale.
10. **SERVICING** the customer.



## **SYNOPSIS – ‘Customer Service’**

### ***Introduction: Objectives of a Customer Service Skills Program:***

1. To ensure a common base level of competence in customer service skills by all employees. These skills include:
  - Listening.
  - Assertiveness.
  - Communication, especially the use of clear English.
  - Effective passing on of work to colleagues.
  - Handling complaints constructively.
2. To reinforce understanding of each employee's internal and / or external customer's area.
3. To reinforce any other quality improvements taking place concurrently within the sales organization.
4. To encourage constructive problem – solving through prompt personal action by every employee.

### ***Module: Program duration 4 Days***

- Why Customer Service Matters?
- What is Different about Good Service?
- Performance Standards.
- Turn Complaints into Opportunities.
- Listening to Customers.
- Assertiveness and Good Service.
- Effective Customer Communications.
- Internal Customers.
- Personal Action Planning.
- Self - Assessment Materials.

## *Managing People*

### **SYNOPSIS:**

Today's fast moving business environment demands that the effective manager be both a well-organized administrator and highly adept in understanding people's basic needs and behaviour in the workplace. Gaining commitment, nurturing talent and ensuring that people are motivated and productive, requires open communication and trust between managers and staff.

MANAGING PEOPLE will help you to master the fundamentals of successful management techniques that will enable you to get the best out of your people who work for you. It also demonstrates how by identifying and avoiding common problems managers can turn potential failure into success for their organization. A wealth of practical advice is supplemented by 101 useful tips and a comprehensive self-assessment exercise.

### **MODULE:**

**Program Duration: 4 days.**

Day	Module	Contents
1	Developing Basic Skills	<ul style="list-style-type: none"> <li>➤ Understanding behaviour</li> <li>➤ Understanding People's Needs</li> <li>➤ Learning the Basics</li> <li>➤ Building Confidence</li> <li>➤ Communicating Clearly</li> <li>➤ Gaining Trust Commitment</li> <li>➤ Adjusting your Approach</li> </ul>
2	Developing People	<ul style="list-style-type: none"> <li>➤ Providing Training</li> <li>➤ Improving Skills</li> <li>➤ Guiding Others</li> <li>➤ Teaching by Example</li> <li>➤ Nurturing Talent</li> <li>➤ Encouraging Management Potential</li> <li>➤ Motivating People</li> <li>➤ Improving Performance</li> <li>➤ Making Progress</li> </ul>
3	Finding Solutions	<ul style="list-style-type: none"> <li>➤ Building Environments</li> <li>➤ Opening Closed Minds</li> <li>➤ Dealing with Conflict</li> <li>➤ Working Collectively</li> <li>➤ Dealing with Personal Difficulties</li> <li>➤ Managing Change</li> </ul>
4	Assessing and Rewarding	<ul style="list-style-type: none"> <li>➤ Evaluating Performance</li> <li>➤ Promoting Staff</li> <li>➤ Turning Failure into Success</li> <li>➤ Remunerating Effectively</li> <li>➤ Using Incentives</li> <li>➤ Creating Partnerships</li> <li>➤ Assessing your Ability</li> </ul>

**Module: SOFT SKILLS:****Duration 28 days**

1	Self-Disclosure	
2	Emotional Intelligence:  (3 Days)	<ul style="list-style-type: none"> <li>• What is Emotional Intelligence?</li> <li>• What is Emotional Quotient?</li> <li>• Emotional Enlightenment and Business.</li> <li>• Emotional Literacy.</li> <li>• Miscommunication.</li> <li>• Validation.</li> <li>• Importance of Emotions.</li> <li>• Human Emotional Needs.</li> <li>• Levels of Emotional Awareness.</li> <li>• Managing Negative Emotions.</li> <li>• Expressing Negative Feelings.</li> <li>• Conflict Resolution.</li> <li>• Developing Your EQ.</li> </ul>
3	Communication Skills:  (5 Days)	<ul style="list-style-type: none"> <li>• Objectives of Improving Communication Skills.</li> <li>• Effective Communication Skills.</li> <li>• Verbal Communication.</li> <li>• Good Questioning.</li> <li>• Non-Verbal Communication.</li> <li>• Some Common Gestures &amp; Their Meanings.</li> <li>• Listening Skills.</li> <li>• Written Communication Skills.</li> <li>• Meeting Communication Skills.</li> <li>• Presentation Skills.</li> <li>• Presentation Checklist.</li> <li>• Telephone Communication Skills.</li> </ul>
4	Time Management:  (3 Days)	<ul style="list-style-type: none"> <li>• An Overview.</li> <li>• Description of Time Management.</li> <li>• Four Generations of Time Management.</li> <li>• Identifying and Eliminating Time Wasters.</li> <li>• Strategies for Time Management.</li> <li>• Time tested, Time Management Tips.</li> <li>• Decision Making.</li> <li>• Making Commitments and Meeting Deadlines.</li> </ul>
5	Leadership and Team Building:  (3 Days)	<ul style="list-style-type: none"> <li>• Leadership &amp; Management.</li> <li>• Leadership Qualities.</li> <li>• Leadership Behavior.</li> <li>• Leadership Questions &amp; Answers.</li> <li>• Advice for Leaders.</li> <li>• Team Building.</li> <li>• Basic Team Organization &amp; Characteristics.</li> <li>• Team Motivation.</li> <li>• Empowering People.</li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Conditions for Effective Team Building.</b></li> <li>• <b>Conflict Management.</b></li> <li>• <b>Perfecting your Leadership Qualities.</b></li> <li>• <b>Test your Leadership IQ.</b></li> </ul>
6	<b>Customer Relationship Management (CRM):</b>  <b>(3 Days)</b>	<ul style="list-style-type: none"> <li>• <b>What is Customer Relationship Management?</b></li> <li>• <b>Why Customer Relationship Management?</b></li> <li>• <b>How to Achieve a Better &amp; Stronger Relationship with your Customer?</b></li> <li>• <b>How to Achieve Customer Delight?</b></li> <li>• <b>How to Deal with Difficult Customer?</b></li> <li>• <b>Customer Focused Selling.</b></li> </ul>
7	<b>Stress Management:</b>  <b>(3 Days)</b>	<ul style="list-style-type: none"> <li>• <b>What is Stress?</b></li> <li>• <b>Stress Management Techniques?</b></li> <li>• <b>Tools for Identifying &amp; Managing Stress.</b></li> </ul>
8	<b>Negotiation Skills:</b>  <b>(4 Days)</b>	<ul style="list-style-type: none"> <li>• <b>Negotiation Skills.</b></li> <li>• <b>Guidelines for Successful Negotiation.</b></li> <li>• <b>Negotiation &amp; Resolving Conflicts.</b></li> <li>• <b>The Two most Important Kinds of Bargaining: Distributive (WIN/LOSE) v/s Integrative (WIN/WIN).</b></li> <li>• <b>Intangibles: Other Elements that Affect Negotiation.</b></li> <li>• <b>Types of Successful Negotiation.</b></li> <li>• <b>Some Tricks that Skilled Negotiators Use.</b></li> <li>• <b>Types of Negotiators.</b></li> <li>• <b>Three Styles: Soft, Hard &amp; Principled Negotiation.</b></li> <li>• <b>Dealing with Difficult People.</b></li> </ul>
9	<b>Business and Social Etiquette:</b>  <b>(4 Days)</b>	<ul style="list-style-type: none"> <li>• <b>An Introduction.</b></li> <li>• <b>Workplace Etiquette.</b></li> <li>• <b>Travel Etiquette.</b></li> <li>• <b>Formal Dressing Etiquette.</b></li> <li>• <b>Dining Etiquette.</b></li> <li>• <b>Wine Matters.</b></li> <li>• <b>Being a Good Guest.</b></li> <li>• <b>Being a Good Office Host.</b></li> <li>• <b>The Etiquette of Gift-Giving.</b></li> </ul>

**Number of Days for the Training Program**

<b>Number of Days</b>	<b>Topics</b>
<b>3</b>	<b>Self-Disclosure and Emotional Intelligence.</b>
<b>5</b>	<b>Communication Skills</b>
<b>3</b>	<b>Time Management</b>
<b>3</b>	<b>Leadership and Team Building</b>
<b>3</b>	<b>Customer Relationship Management (CRM)</b>
<b>3</b>	<b>Stress Management</b>
<b>4</b>	<b>Negotiation Skills</b>
<b>4</b>	<b>Business &amp; Social Etiquette</b>
<b>Total 28 Days</b>	