

**Soft-Train**



*At Soft-Train  
Technology Works*

# Developing Effective Business Conversation Skills (2 Days)

**COURSE GOAL:** To gain the conversational skills to get attention and gain credibility.

**PREREQUISITES:** None

**LEARNING OBJECTIVES:**

Upon completion of this course the student will be able to:

- Express ideas completely and succinctly to build rapport
- Leverage conversational dynamics to get results
- Avoid leaving others in “mind-reader” mode
- Use conversation as a coaching and performance tool
- Come out a winner in any business conversation

**KEY TOPICS:**

**I. Good Writing**

- A. Have a clear purpose
- B. Be audience focused
- C. State your key message clearly
- D. Stay on topic
- E. Use Simple sentences
- F. Consider your delivery strategy

**II. Start-Up Strategies**

- A. Questioning method
- B. Traditional Outline method
- C. Brainstorm Outline method
- D. Free Writing method
- E. Scoping your project

**III. First Draft**

- A. Get it down
- B. Build on strong paragraphs
- C. Create Transitions

**IV. Getting it Right**

- A. Editing for content
- B. Editing for style
- C. Editing for accuracy

**V. Everyday Writing**

- A. Writing effective memos
- B. Business letters that do the job
- C. Making the most of e-mail

## **VI. Presentations**

- A. Presentations: The Greek Way
- B. Four Rhetorical Devices
- C. Three Learning Styles
- D. Aim for the Head and the Heart.

## **VII. Backstage**

- A. Define your objective
- B. Understand the Audience
- C. Decide what to say
- D. Get organized
- E. Develop Effective Visuals
- F. Rehearse

## **VIII. Show Time**

- A. Speak Effectively
- B. Projecting a Positive Attitude
- C. Keeping the Audience engaged
- D. Handling Questions
- E. Dealing with Stage Fright
- F. Evaluating Yourself

## **IX. Dialogue**

- A. Understand the other person
- B. Creating Dialogue