



One-Day Negotiation and Communication Skills Workshop

With Raymond Oelrich

The biggest challenge in skills development today is keeping up with the changes in the marketplace. Great communication and negotiation skills help you get what you want and deserve in life, both professionally and personally. You need to know how to gain more business and commitments by becoming a better communicator, whether you negotiate in person, on the phone, texting, email or other social media. **The workshop topics include:**

Learning to communicate more effectively with everyone you interact with.

- Two words that can solve most conflicts and one word that is truly dangerous to use!
- Are you "listening to hear" and truly understand or "listening to form your reply?"
- Creating a calm environment to solve issues, not focusing on the problems involved.
- Creating a one-time sale vs. a long-term relationship sale and ongoing commitment.

- Are you a "win at all costs" or "find a compromise" type of negotiator? Which is your prospect? Find out!
- The four stages of consciousness in any presentation or conversation.
- Understanding a "hope for gain" and "fear of loss" approach to negotiating with others.
- Learning to build value instead of cutting the price for your business or products.
- How improper seating can destroy your presentation without even realizing it!
- Developing a consultant approach instead of using a sales pitch or memorized script.
- Handling obvious AND hidden objections to the sale. What are the REAL objections?
- Understanding the social styles of your prospects and customers and tailoring your presentation to fit each personality type.
- Recognizing your social style and presentation decisions and how to structure your approach and ADAPTING your presentation to fit your customer.
- Gaining a pre-commitment from your prospect/buyer BEFORE you present your product, service or idea to them. Pre-commitment is the key to successful negotiations and communications.
- Determining the true decision-maker(s) in any negotiation or presentation.
- Learning HOW and WHEN the decision will be made and how to tailor your presentation to ANY time limit.
- Learn if you are passive or aggressive. Which one are your clients? Do you even know?

Private workshops of 10 or more people available. Public workshops held at **Staples Studio** in Kelowna, BC. See <https://ourgbn.com/growing-our-business>

for more info and registration. All workshops are conducted in person by Raymond Oelrich, and include interaction, questions and answers with real-life situations and voluntary role-playing.

The one-day workshop is \$199 Cdn, including GST, with group discounts. Workshop includes a workbook, seminar, refreshments and a catered lunch. Refreshments from 8:00 AM, workshop from 8:30 AM to 5:00 PM. Payment with credit card, eTransfer, online payment or cheque.

For reservations, email rayo7753@gmail.com or call 250-448-9333 for more information.