



DESCRIPTION OF THE TRAININGS

Some of the things you will be able to do by the end of training...



Jacobson Training Method ®



MANAGEMENT

1.1 Management skills

Some of the things you will be able to do by the end of training :

- ✓ Put in place structures and efficient, motivational work practices
- ✓ Mobilize and coach your employees and team towards company success
- ✓ Build an effective team
- ✓ Know which tasks to delegate and supervise
- ✓ Exercise leadership and manage priorities

1.2 Problem analysis and decision making

Some of the things you will be able to do by the end of training :

- ✓ Precisely define a problem
- ✓ Acquire an approach for analysing a problem
- ✓ Differentiate symptoms from problems
- ✓ Use techniques that enable you to solve the problem
- ✓ Be familiar with decision-making processes

1.3 Assertiveness

Some of the things you will be able to do by the end of training :

- ✓ Know how to say "No" without causing needless offence
- ✓ React assertively
- ✓ Assert your rights
- ✓ Avoid being manipulated
- ✓ Break a deadlock

1.4 Setting objectives

Some of the things you will be able to do by the end of training :

- ✓ Define the four basic concepts and the importance of objectives
- ✓ Clarify the main types of objectives and the necessity to express them in writing
- ✓ Develop management by objectives relative to the efficiency of the organization
- ✓ Recognize the importance of profitability and how it relates to other objectives



COMMUNICATION CENTER INTERNATIONAL

1.5 Performance and evaluation interview

Some of the things you will be able to do by the end of training :

- ✓ Analyse and evaluate how suitable a candidate is for a job
- ✓ Research the methods useful for carrying out a job efficiently
- ✓ Improve relations between superiors / subordinates
- ✓ Analyse working conditions and seek to improve them
- ✓ Take resistance behaviour into account

1.6 Drawing up training plans

Some of the things you will be able to do by the end of training :

- ✓ Analyse your company's requirements
- ✓ Clarify training needs
- ✓ Identify training projects
- ✓ Organize training
- ✓ Draw up a training plan for your company

1.7 Training evaluation

Some of the things you will be able to do by the end of training :

- ✓ Use the eight processes enabling you to evaluate training
- ✓ Select the tools best suited to a teaching situation
- ✓ Appraise teaching tools and techniques
- ✓ Measure the effectiveness of training
- ✓ Assess the price / quality relation

1.8 Train the trainer

Some of the things you will be able to do by the end of training :

- ✓ Set up and coordinate groups
- ✓ Use the trainer's guide
- ✓ Design a training course, its structure and its contents
- ✓ Convey your message in an interactive way
- ✓ Manage group behaviour



COMMUNICATION CENTER INTERNATIONAL

1.9 Project Management

Some of the things you will be able to do by the end of training :

- ✓ Introduce project management into an organization
- ✓ Exercise leadership within a matrix organization
- ✓ Know how to use the tools to prepare, manage or sort out a project
- ✓ Guide projects and tasks proactively
- ✓ Manage a project team

1.10 Stress Management

Some of the things you will be able to do by the end of training :

- ✓ Know the sources of job stress
- ✓ Make a personal assessment: your sources, symptoms and level of stress
- ✓ Identify your alarm signals
- ✓ Develop new stress management strategies

1.11 Leadership

Some of the things you will be able to do by the end of training :

- ✓ Establish the main lines of leadership
- ✓ Recognize different styles of leadership
- ✓ Choose the most effective style
- ✓ Build a team
- ✓ Act as a leader / coach

1.12 Learning organization

Some of the things you will be able to do by the end of training :

- ✓ Translate knowledge into skills
- ✓ Know the characteristics of the learning organization
- ✓ Prioritise learning within the company
- ✓ Integrate the principles

1.13 Human Relations Management

Some of the things you will be able to do by the end of training :

- ✓ Better assess your own behaviour in order to exert greater influence over your staff
- ✓ Improve your relationship with your staff
- ✓ Motivate and unite your team so that it achieves the company's objectives
- ✓ Know which tasks to delegate
- ✓ Apply methods to control without offending your staff



COMMUNICATION CENTER INTERNATIONAL

1.14 Motivation skills

Some of the things you will be able to do by the end of training :

- ✓ Develop motivational skills
- ✓ Mobilize your employees through communication
- ✓ Reach set objectives
- ✓ Obtain better results
- ✓ Be a leader

1.15 Team Building

Some of the things you will be able to do by the end of training :

- ✓ Improve and reinforce team spirit
- ✓ Improve interpersonal communication
- ✓ Deal with tense situations and conflicts
- ✓ Aim for the commitment of team members as a motivational force
- ✓ Establish the objectives of the team and the responsibilities of its members

1.16 Time Management

Some of the things you will be able to do by the end of training :

- ✓ Acquire effective planning tools
- ✓ Optimise organization
- ✓ Establish and organize your priorities
- ✓ Analyse causes of time wasting
- ✓ Develop your own time management plan

1.17 Dealing with conflict situations

Some of the things you will be able to do by the end of training :

- ✓ Manage and defuse conflict situations
- ✓ Know the appropriate attitudes for managing a tense atmosphere
- ✓ Be aware of relaxation and time-switching mechanisms
- ✓ Know your territory
- ✓ Be conscious of your own personal authority
- ✓ Be in harmony with yourself and others



COMMUNICATION CENTER INTERNATIONAL

1.18 Coaching

Some of the things you will be able to do by the end of training :

- ✓ Know the options of a good coach
- ✓ Develop team spirit
- ✓ Overcome obstacles
- ✓ Train yourself to ask the right questions
- ✓ Control your team and the human dimension

1.19 Change Management

Some of the things you will be able to do by the end of training :

- ✓ Introduce change into an organization
- ✓ Have the necessary tools
- ✓ Utilize the change process
- ✓ Change states of mind: the company's vision and mission
- ✓ Adapt key functions and structures to the change

1.20 Emotional Intelligence

Some of the things you will be able to do by the end of training :

- ✓ Build optimal interpersonal relations
- ✓ Improve the personal strong assets
- ✓ Provide new ways of wellbeing in your life, daily working experiences, sales capacities and service management
- ✓ Channel the energy and goodwill in and through the company in view of performance improvement
- ✓ Integrate the basic principles of the optimal use of your emotions in business and personal life

1.21 Knowledge Management

Some of the things you will be able to do by the end of training :

- ✓ Capitalize your staff's know-how
- ✓ Transmit the accumulated experience of the staff
- ✓ Use computer resources as a means of communication
- ✓ Manage company knowledge to create value for both internal and external clients
- ✓ Know what to file and how use knowledge
- ✓ Use tacit and implicit knowledge



COMMUNICATION CENTER INTERNATIONAL

1.22 Financial management for non-financial staff

Some of the things you will be able to do by the end of training :

- ✓ Read and analyse financial accounts
- ✓ Estimate and interpret costs and ratios
- ✓ Manage financial matters without help
- ✓ Conduct a meaningful dialogue with financial specialists
- ✓ Integrate financial aspects into the running of a department

1.24 E-mail Management

Some of the things you will be able to do by the end of training :

- ✓ Use electronic mail correctly and economically
- ✓ Avoid excessive use of e-mail
- ✓ Know the advantages of e-mail
- ✓ Be familiar with the 5 rules of e-mail

1.25 Self Management

Some of the things you will be able to do by the end of training :

- ✓ Understand your behaviour
- ✓ Be proactive in your professional, interpersonal and relationship choices
- ✓ Acquire the tools for optimising your energy, potential and performance
- ✓ Develop your ability to adapt while remaining independent
- ✓ Discover your optimal stress level

COMMUNICATION

2.1. Receiving visitors

Some of the things you will be able to do by the end of training :

- ✓ Know the techniques and skills required to receive visitors properly
- ✓ Personalize your reception
- ✓ Be a real visiting card for your company
- ✓ Perfect and acquire new techniques
- ✓ Have excellent social skills



COMMUNICATION CENTER INTERNATIONAL

2.2 Visual aids

Some of the things you will be able to do by the end of training :

- ✓ Create effective visual media
- ✓ Use visual aids during a presentation
- ✓ Think "visually"
- ✓ Put these techniques into practice
- ✓ Choose the most appropriate type of medium

2.3 Administrative assistant

Some of the things you will be able to do by the end of training :

- ✓ Conduct efficient Manager/Secretary relations
- ✓ Practice assertive behaviour
- ✓ Manage your time and organization
- ✓ Prepare meetings, presentations, your Manager's mail
- ✓ Manage contacts with internal and external clients

2.4 Crisis Communication and media relations

Some of the things you will be able to do by the end of training :

- ✓ Be efficient in interviews with journalists from both the written and broadcasting press
- ✓ Be familiar with the language of the media, their expectations and constraints
- ✓ Project a good image of yourself and your company even in a situation of weakness
- ✓ Conduct a debate and know how to deal with conflicts

2.5 Written Communication

Some of the things you will be able to do by the end of training :

- ✓ Improve both internal and external written communication
- ✓ Ensure improved dissemination of information
- ✓ Draw up effective messages
- ✓ Identify the respective constraints of the writer and the reader
- ✓ Structure your documents

2.7 Inter-personal Communication

Some of the things you will be able to do by the end of training :

- ✓ Use verbal and non-verbal communication
- ✓ Know the basic rules of communication
- ✓ Carry out bilateral communication
- ✓ Be convincing and persuasive
- ✓ Know the techniques and difficulties of attentive listening



COMMUNICATION CENTER INTERNATIONAL

2.8 Effective telephone communication

Some of the things you will be able to do by the end of training :

- ✓ Actively use telephone communication techniques
- ✓ Build a dynamic image of the company
- ✓ Think and act in a customer-oriented manner
- ✓ Improve service quality and relations with customers
- ✓ Manage your stress on the telephone

2.9 Conducting meetings

Some of the things you will be able to do by the end of training :

- ✓ Conduct meetings efficiently
- ✓ Transmit instructions and information
- ✓ Gather information and opinions
- ✓ Exchange information, ideas and suggestions on how to solve a problem
- ✓ Chart actions to be taken

2.10 Self-confidence, self-affirmation

Some of the things you will be able to do by the end of training :

- ✓ Know yourself better to value yourself more
- ✓ Believe in your ability to act effectively
- ✓ Make decisions and persevere in your choices
- ✓ Defend your points of view and interests to others
- ✓ Accept and manage failure

2.11 Debate

Some of the things you will be able to do by the end of training :

- ✓ Prepare a debate
- ✓ Answer awkward questions
- ✓ Answer a question to which you have no answer
- ✓ Acquire rebuttal and debate techniques



COMMUNICATION CENTER INTERNATIONAL

2.12 Efficiency enhancement through transactional analysis

Some of the things you will be able to do by the end of training :

- ✓ Choose productive personal and professional behaviour
- ✓ Prevent the filtering of your perceptions

- ✓ Identify hidden transactions and how to react to them
- ✓ Ask adult questions and manage transactions in a positive manner
- ✓ Daily professional behaviour and psychological strokes
- ✓ Put an end to game playing in your organization

2.13 Appearing on television

Some of the things you will be able to do by the end of training :

- ✓ Communicate effectively with the media
- ✓ Effective performance during interviews
- ✓ Structure your thoughts
- ✓ Construct an effective line of argument
- ✓ Avoid falling into traps

2.14 Speaking convincingly (Presentation Skills)

Some of the things you will be able to do by the end of training :

- ✓ Perform effectively in public speaking situations
- ✓ Construct an effective line of argument
- ✓ Take into account the 10 criteria of communication
- ✓ Master improvisation techniques
- ✓ Be persuasive and argue convincingly
- ✓ Make efficient use of audio-visual means and resources

2.15 Neuro-linguistic programming (NLP)

Some of the things you will be able to do by the end of training :

- ✓ Discover the motivation of speaking partners
- ✓ Get rid of obstructive convictions
- ✓ Be at ease in all situations and keep full control over your faculties
- ✓ Discover how speaking partners think and what their strategies are
- ✓ Have specific tools that lead to concrete, effective results



COMMUNICATION CENTER INTERNATIONAL

2.17 Recruiting techniques

Some of the things you will be able to do by the end of training :

- ✓ Define a recruiting strategy
- ✓ Draw up a job description and applicant profile
- ✓ Draw up a job advertisement
- ✓ Master interviewing techniques
- ✓ Search for a candidate through other means
- ✓

2.18 Interview techniques

Some of the things you will be able to do by the end of training :

- ✓ Be effective in interview situations
- ✓ Seek the best possible information
- ✓ Obtain opinions on or interpretations of certain facts
- ✓ Structure an interview
- ✓ Analyse and evaluate the content

SALES STRATEGIES

3.1. Active customer management

Some of the things you will be able to do by the end of training :

- ✓ Think and act with customer-oriented attitude
- ✓ Learn the codes of professionalism
- ✓ Increase service quality and customer relations
- ✓ Overcome difficult situations and tensions
- ✓ Seize opportunities with the customer

3.2 Sales team management

Some of the things you will be able to do by the end of training :

- ✓ Improve and boost team spirit
- ✓ Deal with conflict and tense situations
- ✓ Motivate your staff
- ✓ Be a coach for your team
- ✓ Control your team and the human dimension



COMMUNICATION CENTER INTERNATIONAL

3.3 Improving selling skills through transactional analysis

Some of the things you will be able to do by the end of training :

- ✓ Master selling techniques through transactional analysis
- ✓ Overcome psychological obstacles encountered in selling
- ✓ Know yourself better in order to change for the better
- ✓ Know the buyer better
- ✓ Adapt to selling situations

3.4 Marketing action plans

Some of the things you will be able to do by the end of training :

- ✓ Know the marketing approach for optimal exploitation of the market
- ✓ Develop a new sales strategy and a new clientele
- ✓ Modify the behaviour of account managers
- ✓ Rethink daily activities to make them more efficient
- ✓ Encourage personal commitment to objectives

3.6 Selling techniques

Some of the things you will be able to do by the end of training :

- ✓ Know your own selling style and be prepared
- ✓ Use progressive techniques which lead to closing a sale
- ✓ Know how to answer objections
- ✓ Increase your self-confidence in selling situations
- ✓ Develop a new effective approach both in quality and quantity

3.7 High-level negotiating techniques

Some of the things you will be able to do by the end of training :

- ✓ Prepare for negotiations
- ✓ Select and master negotiating strategies and tactics
- ✓ Set out your argument skillfully
- ✓ Exercise an influence on others and know the mechanisms of influence
- ✓ Prevent manipulative tactics and games, and avoid traps

3.8 Negotiating techniques geared to buyers

Some of the things you will be able to do by the end of training :

- ✓ Be aware of your negotiating style as a buyer
- ✓ Identify the kind of person you're facing
- ✓ Prepare to negotiate
- ✓ Use strategies
- ✓ Know the 13 techniques for bringing prices down



3.9 International negotiating techniques

Some of the things you will be able to do by the end of training :

- ✓ Know how to negotiate with people of different nationality and from different cultures
- ✓ Be familiar with the negotiating techniques in different countries
- ✓ Use strategies
- ✓ Exercise an influence on others and know the mechanisms of influence
- ✓ Prevent manipulative tactics and games
- ✓ Develop a new approach

3.10 Trade-union negotiating techniques

Some of the things you will be able to do by the end of training :

- ✓ Identify the kind of person you are facing
- ✓ Know the techniques used by trade unionists
- ✓ Be aware of the strategies and tactics adopted, and thwart them
- ✓ Exercise an influence on others and know the mechanisms of influence
- ✓ Prevent manipulative tactics and games
- ✓ Know both management and workforce

3.11 Telemarketing

Some of the things you will be able to do by the end of training :

- ✓ Use new techniques for communicating over the telephone
- ✓ Prepare for telephone calls and follow them up
- ✓ Quickly identify the profile and potential of a customer
- ✓ Sell efficiently over the telephone
- ✓ Answer objections forcefully

3.12 Account Management

Some of the things you will be able to do by the end of training :

- ✓ Manage and segment your customer's portfolio
- ✓ Classify speaking partners and adapt to them
- ✓ Analyse the needs of customers and provide advise
- ✓ Know and influence decision-making criteria
- ✓ Adapt your strategy according to the competition



3.13 Closing

Some of the things you will be able to do by the end of training :

- ✓ 9 closing techniques
- ✓ Be effective in sales situations
- ✓ Take note of your personal sale style
- ✓ Identify the person opposite to you
- ✓ Preparing sales
- ✓ Discover the potential of the customer
- ✓ Argue in an efficient way
- ✓ How to answer the objections
- ✓ Use the strategies and the technique of second degree
- ✓ Knowing how to act on others and to convince
- ✓ Develop a powerful new approach as well qualitative as quantitative

