



First Select

Developing Interpersonal Skills

Date	Venues	(\$)Fees	Book your seat
07 Dec -11 Dec 2025	Bahrain	2900	Register Now

Objectives:

By the end of this Workshop, delegates will be able to:

- Analyze the basic principles underlying perception and human behavior.
- Understand how the communication process works
- Recognize the barriers to and the failures of effective communication
- Use appropriate techniques for communicating effectively
- Communicate effectively, both face to face and on the telephone
- Compare one-way versus two-way communication and analyze the verbal and non-verbal components of the communication process.
- To learn the fundamentals of customer service
- To be able to apply customer service principles
- To be able to understand and deal with customer needs and expectations.
- To deal effectively with customers from different cultures
- To be able to handle customer complaints
- Learn and practice the key skills necessary to sell effectively
- Develop skills to build rapport
- Utilize the selling process and communication skills to identify customers key areas of interest
- Maximize opportunities for obtaining new sales prospects and sales leads.
- Win-Win Negotiating
- Tips and tools to use immediately to vastly improve your style of delivery
- Learn how to deliver "spontaneous" presentations

Who should attend?

The program is ideally suited to Managers, Supervisors and anyone who feels that they have the potential to communicate more effectively and more easily with the people they deal with on a daily basis.

Course Outline:

Communication Skills:

- How can we communicate effectively
- Barriers which hinder effective communication
- Everyday examples of ineffective communication

Listening Skills:

- Reasons for poor listening
- Improving active listening
- The Importance of Listening

- Identifying your listening skills
- The personal listening profile
- Tips to improve listening skills

Perception and Human Behavior:

- The Significance of Perception in human Relationship
- The process of dealing with differences

The Process of Verbal Communication:

- Definitions and barriers
- Verbal and non-verbal Behavior
- One-Way versus Two-Way Communication
- Verbal, vocal, visual Communication styles

Letter Writing Skills:

- Written communication
- Writing Memos
- Writing E-mails
- Writing Facsimiles
- Using active sentences

Customer Service:

- Who are your customers?
- What do customers want?
- Internal customer service
- Dealing with angry customers
- Exceeding customer expectations

Selling Process (Negotiating):

- Breaking the Ice
- Can I have a catalogue?
- Accompanied by others
- Qualifying your Prospect
- Facts you need to know
- Decisions people make before they buy
- What is TPT?
- Buying Motives
- Seeking Clues – Exploring needs
- Other key questions to ask
- Matching clues to key interests
- Do's & Don'ts
- FAB Technique
- Using FAB
- Typical Objections
- What to focus on
- Product Presentation tips
- Handling Objections
- Closing the Sale
- Looking for new & repeat business

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.



97337256847



info@firstselectbh.com



www.firstselectbh.com