



Communicating Value

AUDIENCE

All business-to-business sales professionals, managers, and leaders who deliver strategically relevant presentations to clients, prospects, and internal audiences.

Master powerful, interactive, high-level communication skills

Program Benefits

Communicating Value, from BTS, marks a new direction in communication skills training. Going far beyond courses that teach only presentation skills, *Communicating Value* provides sales professionals with the interactive communication skills required to deliver exceptional value to customers. The program offers a powerful, interactive model for engaging clients and prospects in value-oriented discussions, and includes extensive practice using information from participants' actual accounts, sales materials, and value proposition. It also incorporates the use of documentary video shot throughout the program as a coaching and reinforcement tool.

After experiencing *Communicating Value*, your sales professionals will be better able to:

- assess their current communication skills
- understand the minds of their audience
- apply a proven model for highly persuasive presentations
- leverage interactive presentation techniques that increase impact and relevance
- integrate high-impact questions that engage their audiences
- enhance their ability to use mental models and visual aids both proactively and ad hoc
- improve their verbal presentation skills and refine their listening skills
- coach key communication principles with peers and/or direct reports
- build fluency through access to an inside or outside coach

Program Description

Communicating Value embraces the principles of experiential and action learning. Prefaced by individual pre-work, the program provides learning experiences that support all adult learning styles. *Communicating Value* incorporates extensive work on real accounts and/or typical presentations to provide practice with the techniques participants learn during the session. Upon conclusion of the program, participants identify specific ways to apply newly learned skills and models back on the job. The two-day program flows as follows:

- **Pre-Class Preparation:** Each participant is given a topic for a stand-up presentation to an internal group (such as a managers' meeting) and is asked to prepare a high-impact presentation. No presentation model or tools are provided.
- **A Look in the Mirror:** Before beginning the presentations, a set of *Communication Challenge* cards are sorted, prioritized, and discussed. This activity helps participants and the facilitator identify the most important class needs. Participants also learn about the various ways in which their audience learns and receives information.
- **Round 1 Presentation and Feedback:** Participants present to their peers in groups of six. These 10-minute presentations are filmed. Initial feedback is given by the peer group, then one-on-one by the expert facilitator. This practice allows participants to see their own strengths and areas for improvement, to observe others, and to identify a set of overall best practices.

[CONTINUED]

Communicating Value

- **Modeling the Model:** Participants explore and apply a model and its embedded best practices for effective interactive communication. Participants practice building a plan using a proven, replicable planning tool.
- **Round 2 Presentations and Feedback:** Topics are customized based on participants' real-world sales applications. Presentations are filmed for use in providing feedback, and best practices are discussed and captured. Participants also identify areas for continuous improvement and gain additional practice applying the model.
- **Engaging Others - Tools and Best Practices:** Skill-building exercises completed in small groups cover three topics: the use of visuals and mental models, the nature and practice of active listening, and the construction and use of high-impact questions.
- **Round 3 Presentations and Feedback:** Another round of presentations is made, in groups of six. The five participants "on deck" identify best practices, and opportunities for feedback and continuous improvement. Input is provided one-on-one using video capture of the performance. As in the previous two rounds, participants identify areas for continuous improvement and gain further practice applying the model.
- **Coaching Techniques and Application Beyond the Classroom:** Participants learn a process for coaching direct reports and/or peers as well as themselves.
- **Action Planning and Post-Workshop Reinforcement:** Participants use a planning tool and skill guide cards to build an action plan for use back on the job. They have the opportunity to share their plans with peers, and receive coaching from others and the facilitator about ways to refine their intended activities.

Implementation/Customization

Communicating Value is a two-day program for up to 12 participants per facilitator. The number of participants is limited to provide personal videotaping and rich feedback, and dialogue cycles between each participant, the facilitator, and peers. Each implementation is strategically customized to ensure relevance and participant retention. The program can also incorporate presentation tools available within the organization