

OPEN (PUBLIC) WORKSHOP SCHEDULE 2012

THE COUNSELLOR SALESPERSON

- *Sydney: Monday 4th – Tuesday 5th June*
- *Sydney: Monday 10th - Tuesday 11th September*
- *Melbourne: Monday 29th –Tuesday 30th October*
- *Sydney: Monday 10th – Tuesday 11th December*

CSP is a two-day workshop designed to help you build long-term, win-win customer relationships. Learn to develop a mindset that sees the purpose of selling as “solving the buyer’s problems”. The program is built around a 4-step consultative selling process where you develop the skills to overcome the four buying barriers – “no trust”, “no need”, “no help” and “no support”.

Attend this workshop and learn how to:

- ✓ Use questioning and listening skills to explore a buyer’s needs.
- ✓ Communicate how the buyer’s problem can be solved.
- ✓ Build strong lasting win-win relationships.
- ✓ Confidently address objections and close the sale!

12.5 PDU/Contact Hours - PMP®/PgMP®

20.25 CPD points - FPA

BUILDING RELATIONSHIP VERSATILITY

- *Sydney: Monday 2nd - Tuesday 3rd April*
- *Sydney: Monday 16th - Tuesday 17th July*
- *Melbourne: Monday 3rd – Tuesday 4th September*
- *Sydney: Monday 12th –Tuesday 13th November*

In this 2-day workshop participants learn how to recognise other ‘social styles’, enabling them to adjust their communication approach and achieve more effective, comfortable and persuasive business relationships. By understanding how to adjust their approach in any given situation, they become ‘versatile and successful communicators’.

Attend this workshop and learn how to:

- ✓ Communicate more effectively and persuasively in the workplace.
- ✓ Better understand your own and other people’s behavioural style.
- ✓ Experience less frustration with poor or stressful communication.

12.5 PDU/Contact Hours - PMP®/PgMP®

NEGOTIATING TO YES

- *Sydney: Monday 14th - Tuesday 15th May*
- *Sydney: Monday 19th - Tuesday 20th November*

This course will help participants become better negotiators, as well as teaching techniques to deal with difficult situations. Based on the concept of “Principled Negotiation”, the course will introduce a method that offers efficient process for reaching business agreements that satisfy both parties and have the added benefit of strengthening professional relationships.

Attend this workshop and learn how to:

- ✓ Achieve mutually satisfying agreements and strengthen relationships.
- ✓ Focus on the problem, not the people.
- ✓ Explore issues and interests to find a creative solution that satisfies all parties.
- ✓ Deal with difficult issues and “dirty tricks” and bring the process back on track.

12 PDU/Contact Hours - PMP®/PgMP®

PERSUASION THROUGH PRESENTATION

- *Sydney: Monday 15th - Tuesday 16th October*
- *Additional dates available on request*

A hands-on, results-oriented two-day workshop, *UPFRONT: Persuasion Through Presentation* focuses on both enhancing content development and mastering the delivery techniques that will persuade your audience to take action! PTP is a practice-rich workshop and includes videoed presentations, one-on-one coaching, planning tools, checklists and an entire module dedicated to self-management and mastering your nerves.

Attend this workshop and learn how to:

- ✓ Develop confidence and master your nerves
- ✓ Engage an audience with a clear, concise & compelling message
- ✓ Use a planning tool to prepare and structure content in a persuasive way
- ✓ Integrate Visual Aids successfully
- ✓ Use your voice, movements and eye contact for enhanced delivery skills

PMP and PgMP are registered trademarks of the Project Management Institute

Who should attend a Wilson Learning Open Workshop?

Attending an Open Workshop is an ideal learning and education solution for:

- ✓ Small organisations that can only spare a few people at a time for training.
- ✓ Organisations already using Wilson Learning programs that need to educate new recruits in the language and processes.
- ✓ All organisations interested in evaluating one of these programs for a broader implementation.

What will I get?

Your investment in each workshop includes all materials, catering and pre-work. In addition, Wilson Learning provides on-line post-workshop reinforcement exercises so that you reinforce the key concepts and behaviours that you have learnt and get lasting benefit from the workshop.



As a Registered Education Provider (REP) for the **Project Management Institute (PMI)** Wilson Learning has been approved by PMI to issue professional development units for our BRV, CSP and NTY workshops. PDUs can be used for Project Management Professional (PMP)®/ Program Management Professional (PgMP)® credential maintenance.

The **Financial Planning Association of Australia (FPA)** has granted 20.25 Continuing Professional Development (CPD) points for Wilson Learning's **The Counsellor Salesperson** 2 day workshop.



How much time will I need to commit?

All workshops run across **two** full working days from **8:30am to 5:00pm**.

Please note that dates are subject to change and that additional workshops can be added on request, depending on demand.

Wilson Learning Australia

For more information on Wilson Learning Australia's **Open (Public) Workshops**, or on Wilson Learning's full range of services and solutions, please contact Sarah-jane Edwards on **(02) 8264 2611** or email:

sarah-janeedwards@wilsonlearning.com.au

RAVE REVIEWS:

"BRV was a fantastic course for me. I'm consciously using the skills now, putting everything into practice on a daily basis – and getting great results."

Paul Hudson, Assistant Coach, Collingwood Football Club

"I thoroughly enjoyed the NTY workshop - great content, great facilitation and great group participation. I found the case study & practical exercises particularly helpful in honing the skills taught."

Andrew Prott, Learning and Development Manager, Alcon Laboratories Australia

"CSP will help me to succeed in meeting my targets."

D. Cristin, Thomson Reuters

"A great workshop.... it opened my eyes to the importance of versatility and I'm already using these skills with great results back at work. I highly recommend this workshop."

Bridgette Bruce, Kimberly-Clark Australia

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