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ALIBABA.COM: CORSO APPLIED SKILL WORKSHOPS

PROGRAMMA

CORSO: APPLIED SKILL WORKSHOPS

<p>SESSION ONE: 17 MAGGIO, H. 14:30 – 17:30 INTRODUCTORY SESSION – EFFECTIVE SPOKEN & WRITTEN CROSS-CULTURAL COMMUNICATIONS</p>	
<p>Introduction: Cultural contexts Communications in a cross-cultural context Communication parameters</p> <p>English vs Italian</p> <p>Presenting written and spoken information</p>	<p>Writing techniques/skills Creating a common pattern of speech Controlling Accessibility Clarity- Brevity – Simplicity</p>

<p>SESSION TWO: 31 MAGGIO, H. 15:30 – 17:30 APPLIED WRITING</p>	
<p>Email: tips, tricks, techniques and pitfalls</p> <p>Email: functional language & applied tasks Presenting the company Dealing with enquiries Giving/taking details, facts & figs, product info, services, quality, price, etc. Replying to RFQs Requests, offers, etc.</p>	<p>Presentations: overview</p> <p>Achieving the right register</p> <p>PowerPoint: DOs and DON'Ts</p>

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SESSION THREE: 8 GIUGNO, H. 15:30 – 17:30

APPLIED TELEPHONING

<p>Telephoning</p> <ul style="list-style-type: none"> Opening the call / closing the call Language toolkit: creating a positive, dynamic & collaborative climate Achieving credibility & sincerity <p>What we can do for you</p> <ul style="list-style-type: none"> Focusing on benefits Focusing on added value <p>Checking/clarifying issues & confirming solutions</p> <p>Functional language & applied tasks</p>	<p>Applied telephone tasks</p> <ul style="list-style-type: none"> Opening & introductions Presenting products, services, information Exchanging information Taking/confirming orders Confirming arrangements Dealing with needs & requests Dealing with RFQs Q/A; delivery, timing, specifications, design, logistics, scheduling, etc. Closing the call
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SESSION FOUR: 15 GIUGNO, H. 14:30 – 17:30

THE B2B; EFFECTIVE VIDEO CALLS AND THE POWER OF LISTENING

<p>The video call</p> <ul style="list-style-type: none"> Opening & closing the call <p>Language of interacting</p> <ul style="list-style-type: none"> Applying functional language Checking, clarifying, and confirming <p>Applied roleplay</p> <p>Active listening</p> <ul style="list-style-type: none"> Building rapport & creating a collaborative climate The power of questions: open/closed, evaluative, hypothetical, probing, specific & funnel Exploring & eliciting customer requirements <p>“Your business is my business” –building bridges</p> <p>Active listening task</p>	<p>THE B2B: applied roleplay</p> <ul style="list-style-type: none"> Introductions Proposing/agreeing an agenda Eliciting information about buyer company (asking questions & listening) <p>What we do & solutions we offer</p> <ul style="list-style-type: none"> Presenting who/what/how Presenting a product/service <p>Checking, confirming, clarifying, asking questions</p> <p>Reformulating the proposal</p> <p>Call for action + wrapping up</p>
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