

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2109](http://www.amanet.org/2109)

# Developing Effective Business Conversation Skills

## Master conversational skills to get attention and gain credibility.

Are your spoken messages organized and coherent or rambling and unfocused? Do you put off business conversations or are you able to work through issues with confidence and empathy? Do you know when to talk, when to listen and when to ask questions? Improve your business conversation skills with this seminar on effective business communication.

Enhancing and expanding your conversation skills can help you create buy-in for your ideas, make better-informed decisions and obtain committed action from others. After assessing your present communication style, you'll practice shaping engaging, clear and effective business conversations through real-world scenarios. Each interactive exercise is designed to help you build conversational bridges at work, get your point across and steer discussions in the right direction.

## How You Will Benefit

- Express your ideas completely and succinctly to build rapport
- Leverage conversational dynamics to get results
- Avoid leaving others in "mind-reader" mode
- Use effective business conversation as a coaching and performance tool
- Come out a winner in any business conversation

## What You Will Cover

### Focused Conversation Skills

- Creating a focused and results-oriented conversation goal
- Achieving clarity by organizing your ideas and remaining focused
- Redirecting conversations that have gone off-track, exiting those that are dragging
- What to include in your business conversations from the listener's perspective
- How to create complete messages that cover all critical information
- Calibrating language to avoid becoming too specific or too abstract
- Integrating confidence and competence into your conversational behavior

### Engaging Others in Conversation

- Building rapport and establishing open communication
- Listening strategies to gain information and create conversational

bridges

- Asking and responding to questions as a way to promote effective business conversations
- Communication insights to help you flex your personal style to others' preferences
- The appropriate role of humor
- Choosing the right verbal and nonverbal language to create consistent, coherent and targeted messages
- Implications of gender and culture on the dynamics of conversations
- How to avoid creating or showing defensiveness in business conversations

### **Workplace Conversations**

- How to successfully approach various types of business conversations
- Tools and strategies to plan and demonstrate a specific conversation type

### **Conversational Style Preferences and Flexing Strategies**

- Assessing conversational style preferences, strengths and weaknesses and flexibility
- Learning to use humor (carefully) in business conversations
- Mastering verbal and nonverbal language skills

### **Action Plan**

- How to Implement new business conversation skills

## **Who Should Attend**

Managers, supervisors, team leaders and business professionals at all levels who wish to have more effective business conversations.

## **Schedule**

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,889 GSA

## **Credits**

14 CPE/1.2 CEU

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