

Executive Communication Skills

Duration: 2-Days

In order to optimize sales performance, sales leaders must be able to effectively resolve issues. This workshop challenges participants to examine their communication effectiveness as it relates to negotiating success, overcoming obstacles and managing conflict.

At the end of this module you will be able to:

- Identify and prioritize challenges related to the role of sales leader
- Anticipate and overcome roadblocks that impede your ability to address challenges
- Develop an awareness of your communication style and its effect on your ability to lead
- Flex your communication style to match the style of others
- Apply interpersonal communication skills in order to:
 - persuade from their level of influence
 - resolve conflicts (differences of opinion, competing priorities)
 - negotiate win/win solutions for internal and external clients

This cohort program is for intended for sales professionals and sales managers within the same organization or business unit.

Delivery Method:

Pre-work: Upon registration to the Sales Certification Program, participants are required to complete pre-work as follows:

- Reading assignments and application exercises
- On-line classroom and guided discussions facilitated by an RBI faculty member

RBI Lab Experience: Upon completion of the pre-work component, participants will attend a 2-day workshop at the Russ Berrie Institute for Professional Sales which will consist of:

- Reinforcement of the learning objectives presented in pre-work
- Behavior modeling and role-playing
- Feedback provided by RBI Sales Coaches
- Action Plans which serve as the basis for follow-up
- Role-plays are captured on DVD and provided to participants

Measurement: Program effectiveness is measured at 21, 60 and 90 day intervals.