



Building Successful Business Relationships

*An intensive one-day workshop on how to
gain and maintain professional rapport
with both colleagues and clients*

*It is for both in-house PR executives and
those in consultancy*

PROFESSIONAL
£325*



*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

Aims of the course

Delegates are introduced to some Neuro Linguistic Programming (NLP) techniques for gaining and maintaining rapport with those around them. They improve their skills in listening and language. This should lead to clear, professional communication, minimising misunderstandings.

Delegates learn how to:

- Make and break rapport in an instant
- Listen to what is really being communicated
- Notice language patterns and accessing cues
- Talk to anyone in any situation and get the required results
- Make a great first impression that lasts
- Motivate, encourage and inspire those around them

COURSE CONTENT

Day One

The Language of Rapport

How to speak the same language as those around you to prevent misunderstandings and disagreements. Listening to what people are really saying. Recognising the subconscious choice of words and understanding how to respond. Talking to anyone, anytime and leaving them with the impression you intended.

Body Language

How to read the body language of those around you. The subtle messages we are given and not given through body language. Matching and mirroring body language in a natural way. Forget all you have read about people touching their ears and crossing their arms. This is real body language for real people.

Watching the Eyes

Identifying representational systems through eye movements. How this can help you gain and maintain rapport. How to respond to visual, auditory, kinesthetic and auditory digital accessing cues and language.

Pacing and Leading

How to take any conversation or meeting in the direction you wish it to go. How to listen to the other side and get them to listen to you. How to obtain your outcomes and leave everyone happy.

Anchoring

How to keep rapport going over a distance or time period. How to build on the work already done. How to use anchors to motivate and help others and yourself. Using natural events to help you develop rapport.

www.henshallcentre.com

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.



PR Training Provider