

How to Become a Great Communicator

Strategies to sell yourself and your ideas, and learn to communicate with anyone in any situation

ENROLL TODAY!

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Fred Pryor Seminars
P.O. Box 219468
Kansas City, MO
64121-9468

In one information-packed day, learn to...

- Recover quickly from a blunder and respond appropriately when someone else makes a mistake.
- Fit in with any group of business people, no matter how little you may have in common.
- Manage difficult situations that cause frustrations.
- Make a lasting, positive first impression using our four-minute strategy.
- Engage in small talk with new business acquaintances in unfamiliar settings.
- Craft your messages for crystal-clear communication with business contacts.
- Use business etiquette to your career advantage.

And much more! See inside!

Communication Skills, Interpersonal Skills & Business Etiquette

Experts agree: your business success depends primarily on your professional interaction with others!

Think of the “fast-track” professionals you know. It is not necessarily their technical expertise, hard knowledge or even superior intelligence that fosters their success. It is their exceptional management of human interactions and business situations — the same skills that you can possess to propel your career, boost productivity and experience job satisfaction.

Attending our powerful one-day seminar will empower you to:

- Increase the level of help and support you get from your employees, coworkers and managers
- Project an impressive image of self-confidence, professionalism and competency
- Gain more satisfaction from your job and increase your sense of achievement at work
- Reduce the stress resulting from difficult behaviors and negative situations
- Experience acceptance of your ideas and opinions, see them acted on and implemented
- Positively influence decisions concerning your promotions, raises, responsibilities and career path

Whether you work with a few people or manage hundreds, our down-to-earth principles and easy-to-implement strategies will equip you to manage interactions and situations with more confidence, dexterity and skill.

It's easy to enroll online, by phone, fax or mail. But, don't delay another day. Reserve your spot!

Knowledge you will gain:

- ✓ Skills to get along with most everyone and accomplish more
- ✓ Techniques on handling conflict, complaints, negative situations and difficult behaviors
- ✓ Know how to influence your promotions, gaining more responsibility and earning a raise
- ✓ Business etiquette knowledge that gives you a career advantage
- ✓ Conversation skills to build confidence
- ✓ Communication strategies that will help your credibility soar
- ✓ Tips to develop positive first impressions when they really count
- ✓ Feedback to keep your projects and productivity on track

See course content on pages 4 & 5 for more information

10 Solid Reasons to Invest in this Seminar:

1. Find out how to crack the code of your organization's corporate culture and respect the unwritten rules of your company
2. Learn practical solutions for the negative situations that are beyond your control
3. Silence is golden. It can be your most powerful communication device! Clear-cut pointers from our experts show you exactly how to use it
4. Know where your career is headed! Explore our four work patterns that can lead you to more effective self-direction
5. There is more to networking than exchanging business cards! We'll teach you how to "work a room," increase valuable contacts and make lasting impressions at professional functions
6. Yes, there is a right way to shake hands with members of the opposite sex, superiors, clients and everyone
7. Become an effective listener. We'll demonstrate how to gain the respect and esteem of others through careful listening
8. We'll show you how to avoid the five deadly career stoppers that can sidetrack even the most talented professionals
9. Contribute to building circles of trust and loyalty around you and in your workplace. We will guide you in the ways that you can become a valuable asset to your team, department and organization while, at the same time, being loyal to yourself and your goals
10. We'll teach you the 15 most important interpersonal skills that are critical knowledge for every professional and show you how to fine-tune your own approach in each area

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GUARANTEED RESULTS

All of our seminars are **100% Satisfaction Guaranteed!** We are confident that this seminar will provide you with tips and techniques to strengthen your interpersonal communication skills. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

"It seems I have to reintroduce myself to people several times! What can I do to get people to remember me?"

Our four-minute, unforgettable first impression strategy will ensure that you are remembered by customers, coworkers, suppliers — everyone! After our seminar you'll know how to start off on the right foot with others — every time!

"No one knows what anyone else is doing! I can't do my job well, because we all seem to be going in a thousand directions, at cross-purposes!"

We'll train you to close communication gaps and get information flowing with dozens of our tested and proven approaches. Learn how to increase feedback, send and receive clear messages and decipher many of the nonverbal signals used to communicate!

"I've just had one of my best ideas shot down by management, again! I know this project would be good for the department and great for the company! Why can't they see it?"

Don't let your good ideas die! We will teach you how to reposition a "no" into a "maybe" or even a "yes!" Plus, you'll learn how to gain more support from your boss and management, and use high-impact negotiating strategies to really make things happen!

"My coworker can fit in with any group of people — everyone says her people skills are great, and she was just promoted. I wish I had that talent!"

We will educate you on how you can be more persuasive and motivate others. Instead of being bewildered by frustration and rejection, we will show you how to gain acceptance with greater predictability!



How to Become a Great Communicator

Course Content

1. Making a Positive Impression on Others

- How to incorporate vital interpersonal skills into your professional style
- Be in control of how people respond to you — inspire positive responses
- Become aware of the 15 essential “people skills” and discover your hidden strengths and weaknesses

2. Understanding Interactions: Tailoring Your Approach to Individuals

- The “unwritten” behavioral rules in your workplace: how to determine what’s acceptable and what’s not within your organization
- How to fit in with any group of people — no matter how little you may have in common
- Personal and confidential: what to do if others expect you to keep something quiet or cover up for them at work
- Strategies for dealing with people and situations you cannot change

3. Ensuring an Unforgettable First Impression

- The art of small talk: tips for conversing easily in unfamiliar settings or with new acquaintances
- The way to meaningful conversation by listening instead of talking and how master conversationalists use this fantastic technique
- How to start off on the right foot every time, within just four minutes of meeting someone
- The subtle moves that draw people in: eye contact, gestures and physical “aura”
- How to shake hands flawlessly using techniques that boost your professional image
- Name power: step-by-step methods to remember and use people’s names, and guarantee that others will remember yours

4. Dealing with Difficult Behaviors and Negative Situations

- How to know whether to agree, disagree or remain neutral when facing complaints
- Precise parameters for handling complainers diplomatically
- Seven approaches to avoid at all costs when faced with complaints
- When you’re wrong: how to admit mistakes and errors without losing respect or reputation
- The secret to saying “no,” when to provide reasons and how to preserve good relations
- Criticism or insult: how to respond, hold on to your self-esteem and keep the peace
- Specific tips for dealing with the most difficult office behaviors

Program Hours: 9:00 a.m. — 4:00 p.m.

5. Communicating: a Two-Way Street

- Communication cues: how to recognize implicit verbal cues and nonverbal signals
- Ways to use the principles of body language to multiply your communication effectiveness
- How to direct the flow of communication: whether you want to move it up, coax it down or get it across!
- Practical strategies for sending and receiving crystal-clear communication
- How to maximize feedback between you, your employees, peers and managers
- How to learn from constructive criticism and survive destructive criticism
- The power of silence: how to communicate while saying nothing

6. Selling Yourself and Your Ideas

- Specific ways to gain support for your career aspirations
- Build and enhance key professional relationships
- The basics of negotiation: how to hammer out agreements that make everyone feel like a winner
- Strategies for presenting your ideas so that you get credit without creating jealousy or resentment
- How to open closed doors by proposing new alternatives

7. Polishing Your Image: Etiquette Guidelines for Professionals

- The right way to introduce people in business situations with on-the-mark tips for first names, titles, formal introductions and more
- Six ways to create empathy and foster professional relationships
- Key etiquette differences between business functions and social functions and how to tailor your behavior accordingly
- Enhance your professional image and make others feel great through thoughtful correspondence
- The ABCs of business entertaining: how to be a thoughtful host and a gracious guest
- How to abide by your company's policies and "unwritten" rules on giving and receiving gifts in business situations
- The etiquette of appointments: simple guidelines that ensure respect for each other's time
- When you've said the wrong thing — how to recover from a verbal gaffe and mend fences quickly

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Eastman Kodak
Federal Express
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IBM
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You'll get substantial returns from a small investment. Like every Fred Pryor seminar, this program is value-driven and designed with your budget in mind — this is training that will pay, not cost.

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A+ Experience

Fred Pryor's record of customer satisfaction is unsurpassed — more than 40 years in business, and over 10 million satisfied customers from over 300,000 organizations clearly attest to our ability to deliver what we promise. Our customer satisfaction rate speaks for itself!

A+ Course Materials

You'll receive an invaluable workbook that's yours to keep, complete with information covered in the seminar, indispensable supplementary information, and plenty of room for your own notes. Everything you've learned will be right at your fingertips, ready for quick reference whenever you need it.

How to
Become a Great
Communicator

“Enjoyed the seminar, a great presentation, with helpful ideas and techniques to become a better, more effective communicator.”

*Lynn M. Coleman
Training Specialist
PGBA-Champus BCBS*

“This was, by far, the best seminar that I ever attended, and I have been to many.”

*Diana Calderone
Corporate Training Coordinator
Trust Insurance Co.*

“What an eye-opener. Another essential seminar for success!”

*Kathy McGinnis
Controller
Rotary Auto Body*



Free digital resources for every participant

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally — making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

Registration Information

Enroll Today! Hurry, our seats fill fast. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete.

Payment is due before the program.

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your e-mail address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEU)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines, and approval is at the discretion of your licensing board. **Questions and concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning, Inc. are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits, please visit www.pryor.com/certificate. Certificates will be available 10 days after your event has ended.

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Strategies to sell yourself and your ideas, and learn to communicate with anyone in any situation

At this seminar you will learn how to...

- Increase the level of mutual support between you and your employees, coworkers or managers.
- Earn a promotion or gain more responsibilities.
- Project an image of self-confidence and professionalism.
- Feel more satisfied with your job and increase your "sense of achievement" at work.
- Enjoy great working relationships with everyone, every day.


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YES I want to enhance and strengthen my interpersonal communication skills. Group discounts available.

SEMINAR

Seminar City: _____

1

Seminar Date: _____ City Event #: _____

YOUR ORGANIZATION

Organization: _____

2

Address: _____

City: _____ St: _____ ZIP: _____

Tele: _____ Fax: _____

Approving Mgr's Name: Mr. Ms. _____

Job Title: _____

Email Address: _____ Business Home

Quick Confirmation Please email or fax my confirmation to me within 48 hours.

WHO WILL BE ATTENDING

Mr. Ms. _____

3

Job Title: _____

Email (required): _____ Business Home

Mr. Ms. _____

Job Title: _____

Email (required): _____ Business Home

Please list additional names on a separate sheet.

METHOD OF PAYMENT

Important: Send your payment now. Tuition is due before the workshop. Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN).

4

Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax).

Please check one of the following:

1. Registration fee enclosed. Check # _____ Amount \$ _____

2. Our Purchase Order is attached. P.O. # _____

3. Bill my organization. Attention: _____

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Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, by fax, or online, please do not return this form.

REGISTRATION FORM — How to Become a Great Communicator