

TRAINING WORKSHOP: BUSINESS COMMUNICATION AND CUSTOMER PRESENTATION SKILLS

Executive Summary

This intensive 2-day training workshop is designed to enhance the communication and presentation skills of professionals engaging with clients and customers. In today's competitive and client-driven environment, the ability to communicate clearly, persuasively, and confidently has become essential for building trust, securing deals, and sustaining long-term business relationships.

According to McKinsey, companies that prioritize communication competence in customer-facing roles experience a 47% improvement in client satisfaction and a 35% increase in repeat business. This program delivers practical tools, proven frameworks, and real-world strategies to boost both verbal and non-verbal communication, public speaking skills, and impactful presentations.

Course Highlights

- ❖ Business Communication Essentials: Learn to structure your communication for clarity, impact, and professionalism.
- ❖ Customer-Centric Messaging: Adapt language and tone to different customer profiles and situations.
- ❖ Presentation Mastery: Deliver compelling customer presentations using storytelling, visual aids, and persuasive techniques.
- ❖ Non-Verbal Intelligence: Master body language, tone, and voice control for more effective interactions.

Why This Training is Important?

- ❖ Low Presentation Confidence: Over 74% of employees experience anxiety before client presentations (Forbes).
- ❖ Customer Retention Impact: Poor communication accounts for 65% of lost clients (Salesforce).
- ❖ First Impressions Matter: Harvard studies show people form impressions in under 7 seconds.
- ❖ Business Growth Leverage: Effective communication is linked to 20% higher revenue generation

Account Details:

Payment should be made to:

Rekrut HR Consulting Limited Bank: Providus Bank

Account Number: 1300629335

Note: Discount Options (VAT Exclusive):

All fees stated exclude statutory deductions such as VAT and WHT.

Payment terms will be mutually agreed and clearly stated in the final engagement letter.

30 to 50 Participants: 10% Discount

51 and Above Participants: 15% Discount