

COURSE OBJECTIVES

RIACT is a short course covering the basics of influencing our Customers through storytelling, messaging, argumentation, body language, voice and rhetoric. Focusing on specific subjects, the participants learn from and receive feedback from the trainer and also the group on content as well as on style.

Objectives: to acquire basics of influencing through a customer centric approach during on-line and off-line verbal interactions.

Short Footprint: Unique approach of two individual 45-minute coaching sessions and one 8h full day group course using structured video self-analysis with coaching and peer debriefs.

RIACT

Rhetoric and Influencing for Advanced Commercial Teams

COURSE FOOTPRINT



45 minutes

10-min WEB-presentation
35-min individual
debrief session



1 day

group
APT workshop
face-to-face course



45 minutes

individual debrief
and autonomous
Action Plan Tool

COURSE DESCRIPTION AND CONTENT

0 PREPARE a short professional subject to present via Gmeet.
Maximum 10 minutes and 5 slides max.

1 INDIVIDUAL filmed web-presentation in virtual and physical face-to-face session: 45 minutes

2 GROUP training workshop full day: Audience Point-of-View analysis, messaging, structuring by storytelling, slides, voice, and body language: 1 day

3 INDIVIDUAL debrief session of filmed exercises and autonomous Action Plan Tool: 45 minutes

PREREQUISITES

Mastery of English.
Prepared professional subject (must have a commercial value) 5 slides max. With the goal to persuade, not just inform.

Target Population

Commercial and international teams with a focus on direct customer facing teams.

10 participants max

