



Bangalore | Indore | Hyderabad | Mumbai | Pune | Coimbatore | Gujarat | Kentucky USA

Certificate in Business Communication and Presentation Skills (20 hours)

Webinar based coaching on modern business communication and presentation skills.

Course Description

The **Certificate course** in Business Communication and Presentation Skills will help you develop effective communication and Presentation skills for the workplace, from enhancing your professional writing techniques to improving your interpersonal and presentation skills

- ✦ The course first introduces the Fundamentals of Presentation.
- ✦ Techniques to prepare yourself so that you can feel comfortable—or even enjoy—delivering your message to an audience.
- ✦ Look at common business communications like letters, requests for payment, and thank-yous, and how to make action items communicate the right level of urgency.
- ✦ Covers phone etiquette, including proper greetings, voicemails, out-of-office messages, and essential phone behavior.
- ✦ How to deliver your value proposition in the right way and bring presentations to life. Learn how to make a connection with the listeners so that they are more receptive to what you have to say and discover how to conduct yourself in a more confident and professional manner.
- ✦ Tune in to learn about everything from managing emails and calendars to setting priorities, collaborating with coworkers, reducing interruptions, crafting a "productivity mindset," and creating a more comfortable and effective work environment.
- ✦ How to assess your current listening skills, understand the challenges to effective listening (such as distractions!), and develop behaviors that will allow you to become a better listener
- ✦ Cover the four major phases of the negotiating cycle and explains how to assess your situation, gather data, negotiate a deal, and then assess and learn from your experience. He also explains common negotiating pitfalls and what you can do to avoid them.


This certificate course will be of great interest to all who want to improve their communication skills, and to any learner who is about to enter the world of business and wants to develop an engaging and responsive communication style.

CERTIFICATION

To qualify for your official Studymetro Certificate you must **attend the webinar sessions** and complete all **assessments in each module**

LEARNING OUTCOMES

Having completed this course you will be able to:

- ✦ Learn the basic rules for achieving a balanced, professional, attractive, and compelling presentation.
 - ✦ Overcome common obstacles in public speaking;
 - ✦ Techniques for building confidence you can apply at work and in your personal life.
 - ✦ Learn about the different types of copywriting, the benefits of drafting on paper, observing general rules, writing headlines, selling the page, and rewriting existing copy to optimize it for different outlets and platforms.
 - ✦ Understand the four proposal types, and how to gather research, anticipate potential questions and objections, and follow up successfully.
 - ✦ Evaluate your organization's communication strategy, focusing on seven key questions to ask yourself before every major project and change initiative.
 - ✦ Review interview techniques that help build relationships with project stakeholders and obtain accurate information about the project needs.
 - ✦ List and describe the rules that govern written language;
 - ✦ Describe the planning process and essential elements of a business document;
 - ✦ Describe how to prepare for and conduct business meetings.
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Course Webinar Series:

Developing Business communication and Presentation Skills

1. Presentation Fundamentals
2. Design 101: presentations
3. Overcoming your fear of public speaking
4. How to present and stay on point
5. Communicating with confidence
6. Business Etiquette: Phone, Email and text
7. Learning to be assertive
8. Overcoming Procrastination
9. Building Confidence
10. Writing marketing copy
11. Writing Proposals
12. Making great sales Presentations
13. Email Marketing Basics
14. Time management tips
15. Effective Listening
16. Enhancing your Productivity
17. Organization Communication
18. Requirements Elicitation: Interviews
19. Strategic Negotiation
20. The Science of sales
21. Grammar Fundamentals
22. Influencing others

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