



Keynote /Workshop / CE Guide (2006)

The length of each program is customized to client needs

Smart Sales Talk: The Language of Influence

This program is designed to show sales professionals how to increase their business by creating more persuasive messages. Through a unique blend on hands-on exercises, interactive role-play and case studies, participants get practical advice and proven strategies to increase their sales.

You'll learn how to:

- Establish Credibility with Any Prospect
- Avoid Sales Clichés that Turn Buyers Off
- Transform Objections into Sales Tools
- Stop Infodumping and Start Selling
- Instantly Build Rapport with Prospects
- Develop Your Own Personal Brand
- Listen Your Way To Greater Sales

Smart People Talk: The Language of Cooperation (Dealing with Difficult People)

Did you know we speak about 20,000 words each day? This interactive program is specially designed to give you the tools to improve relationships, increase productivity and lower stress. When you pay attention to how you communicate, people will pay more attention to you. It's been called "pain management for professional relationships."

In this motivational and practical program, you will learn how to:

- Project credibility and professionalism
- Contribute to a productive work environment
- Defuse anger with the right words
- Develop a "people connection" for better relationships
- Manage stress for better teamwork

Generate A Buzz (Branding)

People form an impression of you within the first few minutes of meeting you. It may not be fair, but it's reality. It's up to you to make sure you have the communication, marketing and networking skills essential to create powerful, memorable connections. You may be great at marketing your products or services, but you also have to be great at marketing you. Give people reasons to do business with you as well as refer you to others. You have the power to connect with people quickly and easily and leave a lasting impression. When you create top of mind awareness, you'll be able to get more clients, close more deals and enjoy more success. You have the opportunity and responsibility to be your own best PR person.

You'll get the skills to:

- Connect With the Right People
- Increase Your Visibility
- Establish Top of Mind Awareness
- Develop a Polished, Professional Image
- Speak Confidently About Your Ideas
- Articulate Your Experience and Expertise
- Create a Personal Presence That Attracts Business

Design • Develop • Deliver Powerful Presentations (Presentation Skills)

Success coaches, leadership development specialists and peak performance experts all agree: Effective communication skills are essential to achieving success in any profession. ***As you advance in your career the importance of effective communication skills increases exponentially.*** The 7 Steps to Creating Powerful Presentations© is a striking new approach designed to help you develop the skills for success in your career.

With this unique approach, you'll discover how to:

- Reduce Your Preparation Time by at Least 50%
- Choose Language that Resonates with Your Audience
- Generate More Profitable Sales
- Transform Difficult Questions into Opportunities
- Avoid the "7 Deadly Sins" of Most Powerpoint Presentations
- Project Confidence Whether Speaking to 1 or 1,000
- Disarm a Hostile Audience with 3 Proven Techniques

Technical Presentations For Professionals (Presentation Skills)

Technical professionals are often called on to deliver presentations. It could be a project briefing, a presentation to acquire research funds or delivering research results at a conference. **The facts don't speak for themselves.** When you present well, you'll be better funded, more persuasive and better understood.

This specially designed course for technical professionals shows you exactly how to:

- Make complex data easily understood by lay audiences
 - Project confidence whether speaking to 1 or 1000
 - Persuade others of the importance of your research
 - Construct visuals that are easy to see and understand
 - Create your research presentations with a systematic process
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Cracking the Culture Code (Cross Cultural Communication)

Much Cross-Cultural training just "scratches the surface"--how to present your business card, how to greet someone, or how to address a VIP. These do's and taboos are a superficial approach to a complex subject. **To work effectively in another culture, you must understand how people's cultural reasoning patterns and preferences for communicating affect their behavior and interactions with others.** This workshop builds the skills necessary for cross-cultural competency.

You'll learn how to:

- Tap Into Culturally-Segmented Markets
 - Negotiate "Face" Among Cultures
 - Manage Conflict in High And Low Context Cultures
 - Overcome Cultural Barriers with 5 Proven Techniques
 - Build Synergy in Multi-Cultural Teams
 - Manage Effectively in a Multi-Cultural Workforce
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Rainmaking Secrets Made Simple (Business Development)

Professionals need marketing techniques that can turn prospects into clients. **Presentations are one of the best-kept secrets in business development.** They are interactive, low-cost and immediate. They also build strong business relationships. This workshop teaches professionals how to use presentations as a powerful marketing tool for their products and services.

Participants will learn how to:

- Establish Credibility with Any Audience / Find Advocates and Sponsors
- Find Venues for Speaking / Maximize the Presentation ROI
- Promote the Presentation / Create Titles That Grab Attention

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Building Teams that Create Synergy (Teambuilding)

Productive teams are crucial to the success of any organization. **Individuals must have the skills to function effectively as members of a team.** This workshop gets results for newly-formed teams who must learn to work together, teams who are undergoing change and established teams who want to achieve greater levels of performance.

You'll learn how to:

- Capitalize on Individual Differences— Build Team Synergy
 - Transition From Activity to Productivity
 - Build Consensus—Develop Committed Team Members
 - Identify the Optimal Situation for Team Performance
 - Lead the Team by Facilitating Discussion
 - Implement the 5 “Must-Haves” to Achieve High-Quality Decisions
 - Achieve the Right Balance—Task and Social Dimensions of Teams
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Better Communication Means More Business (Customer Service)

When you pay more attention to the words you choose, people will pay more attention to you. Each day, you have dozens of opportunities to help or hurt your business, move your career ahead or behind and make or break a sale. This insightful program reveals the secrets of strategic language choice and provides participants with tools they can immediately put to use

You'll learn how to:

- Communicate Your Uniqueness
 - Create Customer Engagement
 - Clean Out Your Linguistic Closet
 - Develop More Productive Relationships
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Joe Sommerville, PhD
President, Peak Communication Performance

Dr. Joe Sommerville shows professionals how to increase visibility, credibility and sales through more effective communication. Clients call his approach “street wise, results-driven and expertise based.” He is the author of several articles on business communication and working productively in cross-cultural environments. He educates television audiences on corporate communication issues in forums such as CNBC’s *Smart Money* and Channel News Asia. He has consulted extensively in the energy, healthcare, IT, financial and public service sectors.

The Peak Communication Performance Advantage:

- Attention To Your Needs Before, During and After the Program
- Customized Content Solves Your Unique Business Problems
- Strategy-Driven Learning Produces Results
- Focused Collaboration To Achieve Your Organizational Goals
- High-Quality Support Materials To Enhance Learning
- Flexible Delivery Modes Adapted to Your Organization’s Culture
- International On-Site Delivery Eliminates Your Travel Costs

Here’s what you can expect every time you work with us:

1. A High Return On Investment For Your Training Dollars
2. Value In Terms Of Immediate Takeaway For Participants
3. A Focus On Outcomes And Results
4. Customization--To Resonate With Your Learning Priorities
5. Tools To Turn Ideas Into Action--The Actual "How To"
6. Highly Interactive Sessions That Engage Participants
7. A Unique Blend Of Expertise, Education And Humor
8. Guaranteed Professionalism And Quality
9. Trainers With International Experience And Success
10. Rave Reviews And Trainers Who Are Great To Work With

Call, write or email today for information on other customized programs