

# PROGRAM TUITION DISCOUNTS FOR ABC ARKANSAS MEMBERS

Dale Carnegie is now offering ABC Arkansas Members a 15% tuition discount on the four core programs outlined below!

## THE DALE CARNEGIE COURSE

Look around at successful people. You'll find they are confident in their work and enthusiastic about getting things done, they are inspiring, and they empower others around them to succeed—they are engaged in all aspects of their work and life. In fact, a recent study revealed that Dale Carnegie Course graduates are 62% more likely to be engaged than the average employee!

The Dale Carnegie Course will help you master the communication skills demanded in today's tough business environment. You'll learn to strengthen relationships, manage stress, and handle fast-changing workplace conditions. You'll be better equipped to perform as a persuasive communicator, problem solver and focused leader.

### LEARN HOW TO:

- Recall names and facts
- Communicate more confidently
- Create an enthusiastic attitude
- Communicate logically and concisely
- Energize and engage listeners
- Create a "win-win" environment
- Manage stress and worry
- Use a process to strengthen relationships
- Give sincere feedback
- Improve people's attitudes and behaviors
- Identify major successes

### WHO SHOULD ATTEND

Employees at all levels who seek to maximize their performance, become stronger leaders, and add more value to the organization.

## LEADERSHIP TRAINING FOR MANAGERS

The leadership paradigm shift is complete. Engaging leaders know that to achieve results they must engage employees by focusing on developing teams that are empowered, confident, enthusiastic, and inspired. In fact, Dale Carnegie Training® and MSW/ASR Research conducted a study that identified those specific emotions as being a catalyst to having an engaged workforce. In short, the research found that the practice of "caring leadership" by managers fosters a strong culture of engagement within their teams.

Start building a leadership culture of engagement where employees are confident to get the work done, empowered to drive innovation, enthusiastic to deliver results, and inspired to succeed each day.

### LEARN HOW TO:

- Implement a process that drives innovation
- Master the 8-step planning process
- Align performance goals with strategy
- Build effective coaching techniques
- Empower others
- Learn the 8-step delegation process
- Handle mistakes with consideration
- Effectively communicate change
- Build a culture of engagement
- Strengthen listening skills
- Recognize team success with enthusiasm

### WHO SHOULD ATTEND

Managers or leaders who want to excel in their leadership competencies and want to move up to higher leadership roles.

## HIGH-IMPACT PRESENTATIONS

A presentation is an important business tool. Whether you're persuading colleagues, selling a client, energizing a team, or showing an idea to senior management, the power of your presentation can make the difference. Success depends on your presentation ability, so don't miss this opportunity to sharpen your skills. Participants will present at least seven times over the course of two days while being videotaped and evaluated with expert, one-on-one coaching.

The process focuses on structuring a presentation, building credibility, and selling the idea; using voice and gestures to create a strong impression; and handling a formal speech, impromptu remarks, or a contentious meeting.

### LEARN HOW TO:

- Lead effective Q&A sessions
- Communicate with clarity and force
- Be relaxed and natural while presenting
- Develop the flexibility to make complex subject matter easy to understand
- Demonstrate ownership of unfamiliar material
- Project confidence and enthusiasm that builds credibility

### WHO SHOULD ATTEND

Managers who have prior public speaking experience. It is particularly useful for executives who speak in front of groups, sales people, and anyone who meets the press. This is a more advanced presentations skills training seminar and is not recommended for those new to public speaking.

## DALE CARNEGIE SALES TRAINING: WINNING WITH RELATIONSHIP SELLING

In today's complex sales environment, gimmicks and tactics are obsolete: customers are just too savvy. Armed with pricing and information from your website, reviews from the Internet, and recommendations from an army of colleagues and friends, most customers will have completed 70% of the buying process without engaging with a sales person.

A strong customer relationship allows the sales organization to build trust, offer insights, and then help the customer meet their business objectives. Only through enduring and meaningful customer relationships can sales professionals learn which approach will create the best opportunity for client success. The reality is that true relationships foster loyalty, which in turn builds a sustainable pipeline, ultimately making it possible to meet or exceed goals and quotas.

### LEARN HOW TO:

- Create goals for success
- Build a winning and confident attitude
- Connect with your customers by applying relationship-building techniques
- Develop active listening skills to identify opportunities and head off challenges
- Establish credibility
- Use social media to expand your networking influence
- Inspire others to take action

### WHO SHOULD ATTEND

All sales professionals who want to reach new levels of success by mastering a relationship-based selling approach.