

enRich

training & development

partnering to amplify results



FACILITATE

enRich Your Trainers

For Sales Managers, Business Development Leads and Trainers

"The FACILITATE Train the Trainer/Coach program equipped our Regional Sales Managers with the tools and skills to maintain the momentum created by the initial training and get new recruits up to speed on our SFE language fast! Tailored to our organisation, supporting trainers' manuals and software templates so we get a common message every time."

*Steve M
Western Operations Manager*

CONTACT

P: 1300 030 366
www.enrichyourresults.com.au
support@enrichyourresults.com.au

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OVERVIEW

Woven into any 'Train The Trainer' process, participants scrutinise the principles of effective presentations, hear how to maximise their impact and appeal, then tackle the task of adding these skills and processes to their own style of presenting.

AIMS

This program and workshop will help establish how to best communicate your ideas and objectives in a way that motivates the listeners and distinguishes you from your competitor, minimising any misunderstanding, building the appeal of your message and reducing the risk of people losing interest or getting bored, even when the information may be technical or unpalatable.

CONTENT/TOOLS

- Learn the revolutionary Memory Anchor Retention System© of delivering information in a way that sticks
- Discover a four-step process to structure presentations for maximum appeal – and apply it
- Understand the different ways people sense new information
- Appreciate some of the psychological principles that underpin how people prefer information presented
- Understand a four-step languaging process to build rapport, motivate interest and minimise resistance, and apply it
- Learn how to manage the 'state' of the room and program participants' energy levels
- Take the mastery of managing your voice, tonality and posture to a new level

PROGRAM FORMAT

Participants will be taken behind the scenes to the art and science of delivering effective trainings which create a real experience, and result in a shift in behaviour and results. They then practise these techniques to take their own presentations beyond the merely powerful to where they become almost irresistible, quickly and immediately establishing rapport with diverse audience members and maintaining their attention to the end.

OUTCOMES

As a consequence of attending, participants will notice how much more attentive people are when they are presenting, whether to a small group or a full training program. They learn a series of process skills and content techniques which can be applied to all other trainings or presentations/speeches delivered within the organization or externally.