

2020

# EFFECTIVE BUSINESS COMMUNICATION 20 HOUR COURSE



COACHED BY

**NOA BUSINESS  
COACH**

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2021

# TRAINING PROGRAM DESCRIPTION



Effective communication is a critical component of today's work environment for the successful professional. This course is designed to ensure the prompt and efficient delivery of learning all formed of communication as well as the effective recovery from any service-related issues that may arise in the work place. In dealing with customers and coworkers, communication is essential, whether it is face-to-face, over the phone, via email or, increasingly, through electronic channels. Through the coaching's expertise and practical knowledge, you will learn the key concepts associated with communication skills and you will be able to:

- Deal with difficult customers
- Recognize how your tone can affect your meaning.
- Use outstanding customer service to generate return business.
- Tips to impress your customers.
- Office Communication in meetings



business



organization



individual

To give all participants the best opportunities for learning, including:

- Class Session
- Simulations exercises
- Templates and tools
- Group Discussions
- Individual assignments
- Case studies and Problem Solving Exercises

## THIS COACHING PROGRAM IS DESIGNED FOR

### The Business Professional

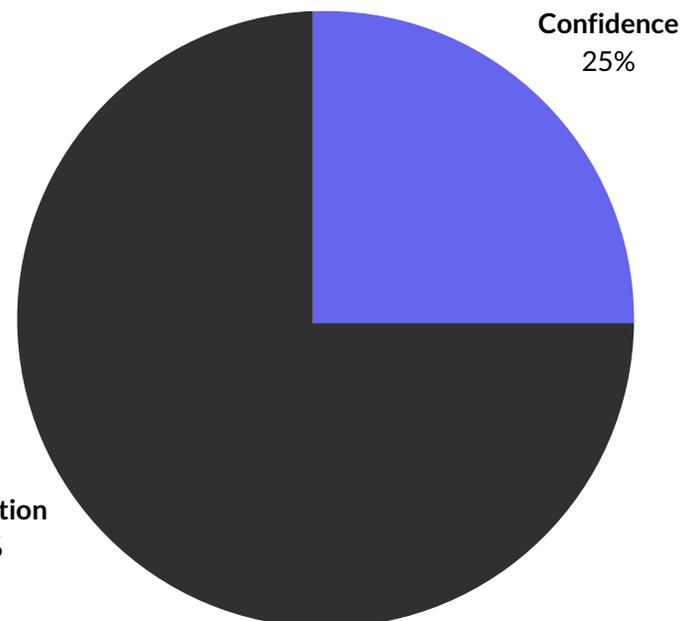
20 hours

# COACHING PROGRAM OUTLINE

## Who We Are & What We Do

External Customers  
 Internal Customers  
 What is Customer Service  
 Who are Customer Service Providers  
 Establishing Your Attitude  
 Appearance Counts! – Even if Not in Person  
 The Power of a Smile  
 Staying Energized  
 Staying Positive  
 Identifying & Addressing Customer Needs  
 Understanding The Customer's Situation  
 Staying Outside the Box – Not Jumping Into  
 Conclusions  
 Meeting Basic Needs  
 Going The Extra Mile  
 Generating Return Business  
 Following Up  
 Addressing Complaints  
 Turning Dif cult Customers Around  
 In-Person Customer Service  
 Dealing With At-Your-Desk Requests  
 The Advantages & Disadvantages of In-Person  
 Customer Service  
 Using Body Language to Your Advantage  
 Giving Customer Service Over The Phone  
 The Advantages & Disadvantages of Telephone  
 Communication

Telephone Etiquette  
 Tips & Tricks for giving Customer Service Over The Phone  
 Providing Electronic Customer Service  
 The Advantages & Disadvantages of Electronic Communication  
 Understanding Netiquette  
 Email Etiquette – The Do's & Don'ts of Email  
 Electronic Customer Service Tips & Tricks  
 Recovering Dif cult Customers  
 De-Escalating Anger  
 Establishing Common Grounds  
 Setting Your Limits  
 Managing Your Own Emotions  
 Dealing With Vulgarity  
 Coping With Insults  
 Dealing With Legal & Physical Threats



# COURSE SCHEDULE LESSONS



## PRESNETATION & SPEAKING COMMUNICATION SKILLS

### 03

Elevator Pitch  
presenting great  
ideas in 1 minute

### 01

Professional  
introductions  
And the use of  
Adjectives to be detail

### 04

Harnessing the  
Science of  
Persuasions  
Ethos, Pathos,  
Logos

### 02

Presenting products:  
F.A.B and using Adverbs  
to bring life into your  
product.

### 05

Telling a  
professional story  
with a positive  
results S.T.A.R

# COURSE SCHEDULE LESSONS



**BUSINESS  
WRITING  
&  
GRAMMAR  
SKILLS**

## 08

Action Verb,  
Helping Verbs  
linking Verbs  
(Writing)

## 06

Negotiating: The 5  
styles of Negotiating

## 09

Focus on what  
needs to be  
done daily

## 07

Modal Verbs (Grammar  
Writing)

## 10

Active Voice Vs  
Passive Voice  
(Writing)

# COURSE SCHEDULE LESSONS



**BUSINESS  
WRITING  
&  
GRAMMAR  
SKILLS**

## 13

8 different ways  
to use commas  
(Writing)

## 11

4 types of  
Complete sentences  
(Writing)

**20 HOUR  
BUSINESS  
COMMUNICATION  
PRIVATE  
COACHING WITH  
ENGLISH NATIVE  
SPEAKER WITH  
MBA**

## 12

4 types of Fragment  
sentences (Writing)



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**NATIVE ENGLISH  
SPEAKER WITH  
MBA**

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