

Alliance Learning

# Business Skills for a Global Workforce



**TRAINING**  
SOLUTIONS GROUP, INC.



**Alliance**  
LEARNING



this page intentionally left blank

# Table of Contents



## Table of Contents

<b>Customer Service</b>	<b>4</b>	<b>Sales</b>	<b>7</b>
Relieving Call Center Burnout.....	4	Converting Prospects to Customers.....	7
Boosting Technicians' Customer Service Performance .....	4	Understanding Prospects and Gaining Customers.....	7
Utilizing Technicians' Knowledge to Meet Customer Needs	4	Techniques & Behaviors for Retention & Sales Success.....	7
The Value of You .....	4		
Ethics in the 2020 Global Workplace .....	4	<b>Job Performance Enhancement</b>	<b>7</b>
<b>Communication</b>	<b>5</b>	Focus on Excellence.....	7
Essential Communication Skills: Verbal and Non-Verbal.....	5	Managing Change in the New Environment.....	7
Working Effectively with Others Using Emotional Intellig..	5	7 Habits of Highly Effective People™ .....	8
Writing Effective Business E-mail, Letters, and Memos .....	5	Basics of Mobile Learning.....	8
Virtual Collaboration Tools and Techniques.....	5	Virtual Learning: Tools and Technologies for the Global....	8
Collaborative Communications: Getting the Generations..	5	Problem Solving: Developing Critical Thinking Skills .....	8
<b>Conflict Resolution</b>	<b>6</b>	Working in a Virtual Environment .....	8
Dealing with Difficult People .....	6	How to Use Social Media: Learn or Be Left Behind .....	9
Diversity: Fostering Positive Team Connections .....	6	Goal Setting .....	9
Managing Challenges in the Workplace .....	6	Working at the Speed of Trust.....	9
Team Building in Today's Changing Environment.....	6	Introduction to Project Management .....	9
Mediating and Defusing Conflict .....	6		



## Customer Service

### Relieving Call Center Burnout

Call center agent attrition in the United States hovers around 30–50 percent; and burnout is a pervasive contributor to this rate. Having the tools to reduce or even eliminate call center burnout is essential. This stress-reducing, hands-on course is designed to enhance the agent's ability to cope with the challenging calls received in a typical work week, as well as enhance performance and improve morale. Customer service professionals will learn proactive strategies to neutralize common stressful situations and create a positive work environment that will revitalize and inspire them.

#### 8 Hours

Participants will learn:

- The rewards and challenges of providing an exceptional level of customer service
- The influences values have on their decisions and behaviors
- Proactive strategies to neutralize common stressful situations
- Techniques that produce highly successful teams
- Time management strategies to create a more productive work environment
- Skills to foster a work environment that will revitalize and inspire

### Boosting Technicians' Customer Service Performance

Did you know that it costs six to seven times as much money to capture a new customer as it does to retain a current one? The purpose of this course is to teach technicians to understand and appropriately respond to the needs of customers in a way that promotes customer satisfaction and loyalty — the essentials for survival and profitability. The course will address the needs of both the technician and the customer.

#### 8 Hours

Participants will learn to:

- The challenges faced by the technician in responding to the customer's needs
- An appreciation of the customer's viewpoint including his/her wants, needs, concerns, and expected outcomes
- Strategies for successfully melding the objectives of both technician and

customer

- Language critical to ensuring customer satisfaction and loyalty, brand consistency, and a successful service resolution

### Utilizing Technicians' Knowledge to Meet Customer Needs

On average, it takes 12 positive experiences to negate one unresolved, negative customer experience, according to "Understanding Customers" by Ruby Newell-Legner. This essential course provides invaluable tips that help technicians derive the most from customers' information. It focuses on the customer's needs and what the technician has learned to meet those needs.

#### 8 Hours

Participants will learn how to:

- Listen effectively to the customer's concerns, requests, and feedback
- Use the information they gather to successfully meet the customer's needs
- Apply lessons learned from customer interaction and/or history to ensure positive dealings in the future
- Foster an environment where the customer feels heard, appreciated, and tended to, which promotes loyalty
- Underscore company credibility and instill customer trust by exhibiting technical expertise with each interaction

### The Value of You

This course is designed to enhance the performance and reduce the stress levels of seasoned customer service professionals. The goals of this course are three-fold: to improve job performance behaviors and conformance in a positive, supportive learning environment; to revitalize, inspire, and re-energize participants by reinforcing their value to the company; and to provide tools and techniques that assist associates in managing stress and heavy workloads.

#### 8 Hours

Participants will learn how to:

- Utilize new techniques and garner new energy to handle their daily work
- Analyze their own areas of weak performance which hinder delivery of exceptional customer service
- Enhance their performance and decrease feelings of burnout
- Use coping mechanisms to manage the stress of their jobs
- Develop a true sense of pride in their work and in the company

- Defuse anger and calm customers in a manner that automatically starts the call right

### Ethics in the 2020 Global Workplace

Ethical behavior forms the basis of human life and is a core value of our society. Ethics greatly influences the outcome of our every action in life and at work. This course stresses how upholding ethics promotes a better working environment and at the same time a good reputation for the business. Encouraging ethical behavior in the global workplace results in greater productivity.

#### 8 Hours

Participants will learn how to:

- Understand the proper code of conduct expected in the workplace
- Distinguish between an ethical dilemma and an ethical lapse
- Decode the company's current code of conduct
- Handle ethical issues that arise
- Identify 10 work ethics traits



## Communication

### Essential Communication Skills: Verbal and Non-Verbal

In a stimulating workshop environment, participants will assess their current level of apprehension in communication and identify areas of strength and areas for improved performance. They will discuss the ways in which their jobs are impacted by their communication skills, learn the basics of communication as related to their work performance, and develop an action plan for enhancing their performance. Participants of this dynamic workshop will learn how to enhance professional relationships by communicating what they mean.

**16 Hours**

Participants will learn how to:

- Use formats and content assessment strategies for e-mail, letters, and memos
- Improve their ability to recognize and correct grammar, punctuation, and capitalization errors
- Assess their spoken language and identify areas for change
- Assess their body language and identify areas for change
- Distinguish the importance of identifying, responding to, and respecting differences across cultures

### Working Effectively with Others Using Emotional Intelligence

Emotional Intelligence (EI) is the ability to identify, assess, and control the emotions of one's self, of others, and of groups. Researchers and business experts agree that people with high emotional intelligence are consistently the top performers in their organizations. They are more resilient and flexible when the work environment becomes challenging, and are held in the highest regard by their bosses, peers, co-workers, and customers. The skills acquired in this course will enable participants to respond more effectively to the world around them, and to eliminate the stress and frustration that often comes from working with others.

**8 Hours**

Participants will learn:

- Four dominant communication styles and how to use them
- The connection between mind, body, and emotions
- Strategies to tap into emotions at work
- Strategies to manage emotional responses to events
- Empathy skills
- Techniques to build consensus and reduce conflict using EI

### Writing Effective Business E-mail, Letters, and Memos

The word is a powerful instrument that can be used to persuade, argue, sell, provoke, and inspire. In this day of texting and e-mailing, many people no longer use solid business writing skills. This course addresses grammar, spelling, punctuation, and sentence structure fundamentals. Participants will learn how to develop an effective strategy to analyze client needs, and compose effective written responses. Examples of common business communications will be reviewed.

**8 Hours**

Participants will learn:

- Rules for grammar, punctuation, spelling, and sentence structure
- Business writing techniques that influence people
- The do's and don'ts of business documents
- Writing techniques for memos, e-mails, instant messaging, and letters
- Tips for thorough proofreading and editing
- Common writing errors

### Virtual Collaboration Tools and Techniques

This workshop is intended to provide the skills required to operate in a virtual environment either as a team member or in a supporting role. The challenges of handling differing priorities and multiple bosses in such an environment can be substantial, but there are techniques to assist in handling these challenges effectively.

**8 Hours**

Participants will learn how to:

- Manage the challenges of virtual collaboration
- Develop a global mindset
- Use collaboration technologies
- Use effective virtual communication techniques

- Facilitate and participate in virtual meetings

### Collaborative Communications: Getting the Generations to Work Together

In the year 2020, for the first time in history, five generations of workers will make up the workforce. These generations think differently, vote differently, and buy differently. This innovative course shows how work ethics, respect, turnover, dress code, communication tools, and fun at work can create real problems for managers and organizations, or they can provide opportunities to bring the generations together.

**8 Hours**

Participants will learn how to:

- Provide a definition and identify characteristics of the five generations
- Decipher the most important stereotypes that explain why each generation thinks the way they do
- Spot the 12 most frequent generational tensions and what organizations are doing about them
- Use a 5-step process that gets the generations figuring out for themselves how to work through problems and get more done together
- Resolve intergenerational conflicts

## Conflict Resolution

### Dealing with Difficult People

In an ideal world, difficult behaviors would not be tolerated at work, but in reality dealing with difficult people is a part of everyday work life. The stress of handling difficult people and tough situations can create a lack of productivity, poor attitude, and reluctance to come to work. Utilizing interactive exercises, participants learn to deal with tough people and situations. Participants will develop strategies that enable them to be effective and positive service providers.

**4 Hours**

Participants will learn how to:

- Separate the personalities of the people involved from the issues in question
- Develop empathic listening skills to consider each other's position rather than declaring a winner and a loser
- Identify the points of disagreement to be resolved
- Develop creative approaches to achieve solutions
- Make adjustments as circumstances change

### Diversity: Fostering Positive Team Connections

Recognizing the traditional components of diversity such as culture, gender, race, religion, age, national origin, and disability is important to understanding the role of diversity in the workplace. They are not, however, the only factors that must be considered. Every individual in your organization should understand workplace diversity through the screen of their individual personality style. This course teaches employees that all of these considerations must be addressed, and gives practical advice on how to address them. Participants will learn in an interactive, supportive environment to recognize the importance of understanding the diversity of others, and to appreciate the value of these relationships.

**8 Hours**

Participants will learn how to:

- Identify actions that help earn respect from diverse teammates
- Recognize the feelings of distress that lead to a negative work environment
- Identify different approaches to

achieving team goals

- Apply guidelines for effective communication in a diverse team
- Define positive new habits at work that enable "coming together" instead of "drifting apart"

### Managing Challenges in the Workplace

This course is designed to help participants understand the nature of change at home and in the workplace and how to manage resulting conflict and stressful situations. They will learn to handle difficult people with appropriate behaviors, and to use positive coping mechanisms including humor.

**8 Hours**

Participants will learn how to:

- Understand the nature of change
- Take appropriate actions when dealing with personal and workplace changes
- Keep a positive attitude in the face of change and uncertainty
- Create win-win solutions to address personal and workplace conflicts
- Use appropriate coping mechanisms for stressful situations
- Use humor as a stress-buster

### Team Building in Today's Changing Environment

Someone once said, "Teamwork is the fuel that allows common people to attain uncommon results." In this interactive course, participants will learn the principles and benefits of teamwork and how to foster greater team spirit. They will examine the characteristics of a true team player, practice teamwork and conflict resolution, and leverage teamwork for personal empowerment.

**8 Hours**

Participants will learn:

- The four C's of teamwork: Communication, Cooperation, Collaboration, and Compromise
- The lines of communication and how to expand them
- The fears that block success and how to identify them
- The value of a support system in fostering team growth
- Techniques that foster mutual trust and support
- Ways to recognize and reward small steps that lead to success
- The value of a positive attitude for progress, change, and teamwork

### Mediating and Defusing Conflict

The basics of conflict resolution will be presented so that instead of allowing it to escalate, participants can resolve it by bringing the disputing parties together identifying the source of the conflict, allowing each person to present his/her point of view, identifying needs, seeking areas of consensus, finding areas of compromise, arriving at a collaborative approach, providing a written contract if necessary, and reviewing the status at a future time.

**8 Hours**

Participants will learn:

- The human and financial costs of unresolved conflict in the workplace
- The ways in which their personal attitudes and behaviors give rise to conflict
- Ways to observe conflict that is evolving so that it can be addressed in early stages before extensive damage is done to interpersonal relationships and the team
- Proven strategies for addressing conflicts, from minor ones to the most serious

# Alliance Learning

## Sales / Job Performance Enhancement

### Sales

#### Converting Prospects to Customers

Effective lead generation remains a major hurdle, with less than half of all leads resulting in an initial discussion with a customer, according to a 2013 Accenture report, “Top Five Focus Areas for Improving Sales Effectiveness Initiatives.” This lively hands-on course is critical to every sales professional and organization. Convert prospects to customers quickly and more effectively with these tips. Boost revenue with key selling strategies. Establish trust and credibility in lead generation, sales conversion, and customer loyalty.

**8 Hours**

Participants will learn how to:

- Identify additional sales opportunities with the right questions
- Increase revenue with cross-selling and upselling techniques
- Coordinate more consistent lead generation and sales between marketing, sales, and customer service areas
- Implement highly effective listening skills to provide and address prospect issues or “resistance”
- Secure face time with prospects, and then quickly convert them to customers

#### Understanding Prospects and Gaining Customers

You know that you are more likely to sell again to a current customer. In fact, you have a 60–70% chance of doing so, according to Marketing Metrics. However, selling to a prospect isn’t as likely: The same source noted that the probability of selling to a new prospect is just 5–20%. Discover the secrets to turning a “no” or a “maybe” into a “yes” quickly.

**8 Hours**

Participants will learn how to:

- Refine their listening skills, so they really hear the customer and can employ the most effective strategies for solving their problems
- Apply the best methods for engendering trust and confidence, so the prospect will feel comfortable buying from you
- Tap into the prospect’s mindset at each

stage of the selling process

- Address the most common obstacles in getting prospects to say “yes”
- Determine the right time to “close” the sale
- Apply the key attributes that help customers feel heard, understood, and appreciated

#### Techniques and Behaviors for Retention and Sales Success

In today’s tough economy where people carefully evaluate how to spend their money, the sales profession is becoming more competitive. This motivational and engaging sales course will equip sales teams with the right skills and techniques to simplify the sales process so they can effectively retain the customer and close the sale. Participants will learn to accomplish results through self-analysis, exercises, role-play, group discussions, lecture, and an understanding of customer personality profiles using the DISC Behavioral Model. Presented in a highly interactive workshop environment, this course will equip participants with refined sales skills to achieve sales success and improve performance.

**8 Hours**

Participants will learn how to:

- Build rapport/Greet and acknowledge
- “Stop, Think, and Listen”
- Develop a customer relationship instantly — usually in less than 15 seconds
- Listen emphatically — hearing beyond the customer’s words empathically
- Utilize fact-finding and problem identification
- Apologize when appropriate
- Propose alternate solutions
- Focus on solutions that best meet the customer’s needs
- Resolve the initial request

### Job Performance Enhancement

#### Focus on Excellence

This interactive course utilizes role-play to help participants understand the dynamics of teamwork and the impact of deadlines, stress, and change on individual work style and performance.

**4 Hours**

Participants will learn how to:

- Identify ingredients that make teams work
- Understand the importance of time management
- Differentiate between important and urgent issues
- Develop a time management plan
- Define stress and distinguish between “good” stress and “bad” stress
- Define change and appropriate coping mechanisms

#### Managing Change in the New Environment

Dealing with change at work can be difficult no matter what form the change takes. A new job, a merger, reorganization, a new boss, or a downsizing — change means leaving the known for the unknown. Facing the unknown can be a challenge for most of us. Research shows that psychological transitions made by people impacted by change are much more difficult than the situational changes made by companies or organizations. Participants of this course will examine William Bridge’s three stages of change and how these stages affect us.

**4 Hours**

Participants will learn how to:

- Examine the change model
- Assess their skills and capacities for managing change
- Deal with change in positive and proactive ways
- Understand the dynamics of how corporate change impacts their personal lives
- Develop skills for learning and growing through the adversity of change
- Examine their role and responsibility to themselves and the team for making changes work
- Regain traction during and after change
- Explore strategies to discover and take advantage of new opportunities



# Alliance Learning

## Job Performance Enhancement

### Stress Management

This course is designed to equip participants with effective ways of reducing and coping with stress, and it addresses the short-term and long-term benefits of stress management. Participants will learn what stress is, how it happens, and why it must be managed. Coping strategies which increase job performance and reduce stress will be taught. These include: developing self-understanding and a positive attitude, and techniques to control emotions and strengthen the body with healthy lifestyles.

**4 Hours**

Participants will learn how to:

- Define stress and distinguish between “good” and “bad” stress
- Understand the physical and mental impact of stress
- Evaluate life events and recognize resulting stress symptoms
- Reduce personal stress at home and work through time-tested techniques

### 7 Habits of Highly Effective People™

In this workshop based on Franklin Covey’s 7 Habits of Highly Effective People™, participants will learn principles to propel them toward greater self-fulfillment. They will discover how to maximize performance and reach career goals by avoiding both dependence on others and independence, and moving on to where real success lies — being interdependent. Participants will experience first-hand the rewards of superb cooperation and collaboration.

**8 Hours**

Participants will learn how to:

- Differentiate between proactive and reactive behaviors
- Balance and renew their resources, energy, and health to create a sustainable, long-term, effective lifestyle
- Listen empathetically — the do’s and don’ts
- Appreciate the value of differences
- Create a personal mission statement

### Basics of Mobile Learning

Mobile learning (often abbreviated M-learning) is a relatively new social phenomenon, defined as any type of learning facilitated through a mobile learning device (MLD). An MLD can be a cell phone, laptop, e-reader, tablet, or any mobile technology with internet access.

**4 Hours**

Participants will learn how to:

- Provide a clear definition of M-learning
- Determine the difference between M-learning and E-learning
- Use their phone to access examples of mobile content
- Identify opportunities for mobile learning in their organization
- Understand the kinds of content and learning that work best on a mobile device
- Distinguish the different types of M-learning devices

### Virtual Learning: Tools and Technologies for the Global Workforce

Online learning is fast becoming one of the top ways to learn. Not only has the business world embraced the technology but so has the educational world. This course is the first step in learning how to participate in Alliance Learning online courses and the Blackboard Collaborate environment, but is equally applicable to online learning in general. The course will walk participants through the many aspects of online learning, and provide a preview of what the online learning experience is like while preparing them to fully participate in online courses.

**4 Hours**

Participants will learn:

- Virtual platforms — Blackboard Collaborate and others
- How to use Online Tools
- Effective and Appropriate Online Communication Skills
- Motivation and Independence
- Internet Terms
- Security Issues

### Problem Solving: Developing Critical Thinking Skills

Critical thinking is one of the most sought after skills in business today. Find out your style of critical thinking by recognizing assumptions, evaluating arguments, and drawing conclusions. Discover the link between your thinking styles and how you approach business challenges.

**8 Hours**

Participants will learn how to:

- Gain confidence in decision making and express your opinions in groups with colleagues and senior management
- Use new methodologies for analysis and decision making
- Understand how and why your colleagues think and behave the way they do
- Make better decisions in difficult situations
- Determine why you think the way you think
- Choose the right techniques to recognize assumptions, evaluate arguments, and draw conclusions
- Discover seven ways to spot a weak argument
- Identify eight barriers to effective critical thinking

### Working in a Virtual Environment

Predictions are that the work environment of the future will not be an office in a building owned by a company, but work will be dispersed in people’s homes. With technological advances and lower costs for the technology, the work can be done from anywhere, creating a new team dynamic. This practical and interactive course provides real-world tools to bring together a virtual group of people.

**8 Hours**

Participants will learn:

- The differences between working in a virtual team and being a part of a face-to-face team
- Insights into the growing importance and complexity of working virtually by delving into the lessons learned by others
- How personal style will enable and sustain a virtual team
- Identify constructive and destructive behaviors that can energize or discourage the collaboration required for a virtual team to be successful
- Techniques and methodologies to support positive interactions, concise

# Alliance Learning

## Job Performance Enhancement

communications, and collaborative problem-solving to solidify the processes and procedures to be used by the team

- Real-world team situations through experiential exercises designed to emulate the virtual environment in a controlled and educational format

### How to Use Social Media: Learn or Be Left Behind

Lifelong-Learning is the name of the game, and employees will learn in new environments other than a traditional classroom. This will require independence and motivation as they use video games, blogging, social networks, and other technologies to learn and thrive in a networked world without boundaries.

#### 4 Hours

Participants will:

- Review Linked-In, Facebook, and Twitter
- Review the etiquette for social networking sites and ways to ascertain/maintain their credibility at these sites
- Brainstorm the content of their profiles for LinkedIn to present a professional image
- Join LinkedIn, post profiles, and determine contacts they will seek for endorsement of their skill sets
- Establish Twitter and Facebook accounts

### Goal Setting

Learning how to set effective and relevant goals is the first step in achieving professional and personal success. Appropriate and realistic goals serve as the roadmap to the future. Setting out on a professional or personal journey without a plan is not likely to give you the results you want. This interactive workshop provides instruction and guidance to assist participants in establishing goals using the SMART goal template (Specific, Measureable, Achievable, Relevant, Time bound). Topics that will be addressed include Time Management Fundamentals, Types of Goals -- What Goals Are and Are Not, and Path to Building Goals. The intent of this workshop is to give participants the knowledge and skills to select appropriate, attainable goals to ensure the best chance of success.

#### 4 Hours

Participants will learn to:

- Identify the elements of the "SMART" goal setting process
- Set specific relevant personal and

professional goals

- Develop an individual goal setting plan
- Identify obstacles and demonstrate techniques for overcoming those obstacles

### Working at the Speed of Trust

Trust, says Stephen M.R. Covey, is the very basis of the new global economy, and he shows how trust — and the speed at which it is established with clients, employees, and constituents — is the essential ingredient for any high - performance, successful organization. If there is low trust across a team, unseen agendas or motivations generate suspicion and ultimately hinder getting things done. The results — guarded communication, speculation, and disengagement — slow productivity and fuel frustration. However, when you have trust within or across a team, communication improves and productivity accelerates as attention is redirected toward team objectives. In this interactive team- building workshop utilizing Covey official curriculum, participants will learn to identify and address "trust gaps" in their own personal credibility and in their relationships at work. Participants will learn techniques to communicate with transparency with peers and supervisors, improve their track record of keeping commitments, focus on improving internal "customer service" with others who depend on their work, and build team trust.

#### 8 Hours

Participants will learn to:

- Increase personal credibility
- Increase trust with peers and key stakeholders
- Demonstrate behaviors that increase trust
- Create an environment of high trust that will fuel creativity, innovation, and a greater commitment to achieving results

### Introduction to Project Management

We are all project managers on a regular basis. Sometimes this happens in our workplace; often it is at home while parenting or in community service. At the end of this overview course, participants will grasp the way projects begin and flow, and how to identify and address potential weaknesses and challenges. Participants gain an understanding of the project management process and learn approaches to achieve successful project performance. This course is not a component of the Project Management Institute (PMI) certification program, but it will review the two primary PMI certifications and their respective requirements.

#### 4 Hours

Participants will learn:

- The fundamentals of project management
- How to design a project
- Project management cycles
- How to assess and evaluate criteria
- Tools to effectively manage a project
- The Project Management Professional (PMP) and Certified Associate in Project Management (CAPM) requirements

this page intentionally left blank



this page intentionally left blank



**TRAINING**  
SOLUTIONS GROUP, INC.



**Alliance**  
LEARNING

