



# Berlitz Effective



Unleash your true powers with Berlitz Soft Skills and take the lead...

Call us 17 827247

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LIVE INSTRUCTIONS

CULTURAL TRAINING

NON-VERBAL COMMUNICATION

COMMUNICATION TESTING

STUDY ABROAD

## Berlitz Communication Soft Skills

Speak with Confidence!

### BERLITZ SIMULATIONS! OFFERED WITH ALL BERLITZ COMMUNICATION SOFT SKILLS.

Berlitz Bahrain has developed a training concept that allows its clients to experience day to day life transactions using the targeted language. It is a concept that will revamp practical training through the usage of different venues to train for day to day transactions, such as cafés, shopping malls, airports, hospitals, directions, ordering a meal, police stations, actual business and government transactions etc.... This method does not prevent its end user from conducting real translations. The best part, every simulation is a totally different and independent from the other.

Overall, every Berlitz simulation will not take more than an hour and a half to two hours; during which trainees will be recorded. This information will work as an additional training tool for all parties involved. The trainees can see how he/she have benefited and improved during their training process. Since the implementation of this system in 2012 we have seen a retention and engagement levels of over 85% and sometimes an improvement in information retention from 69% to 80%.



**Trainees and Trainer simulating an offsite business meeting**



**Figure 2: Trainees and Trainer simulating a customer service exercises**





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## Body Language for (General)

This course examines the profound and overlooked contributions of nonverbal behavior to the communication process, particularly in Middle Eastern, American and European Sign language. Nonverbal language is inseparable from the feelings that we knowingly or inadvertently project in our everyday social interaction and determines the effectiveness and well-being of our intimate, social, and working relationships. Facial expressions, postures, movements, and gestures are so important that when our words/sign contradict the silent messages contained within them, others mistrust what we say for they rely almost completely on what we do.

### COURSE OBJECTIVES

Upon completion of the course, the students will be able to:

- Communicate specific ideas using body language;
- Identify appropriate and inappropriate gestures used in communication;
- Managing to communicate using the specific body language according to the partner's culture;

### COURSE OUTLINE

#### 1. Introduction

- Importance of body language
- How we use it (consciously, unconsciously, subliminal signals)

#### 2. Factors that influence body language

- Zones distances
- Environment, context, clusters, congruence, consistency
- Cultural influence (difference in signs: ok, thumb up, etc)

#### 3. Head gestures

- Eyebrows
- Eyes
- Combination
- Nose
- Mouth

#### 4. Arms and Hand gestures

#### 5. Feet gesture

#### 6. Posture of the body

#### 7. Identifying lies

#### 8. Game workshop (feedback)

**Course Duration:** 16 hours

**Course investment:** BHD 250/- per trainee



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## Body Language (communication and Negotiations)

'In life you don't receive what you deserve but what you negotiate!'

### COURSE OBJECTIVES

Upon completion of the course, the students will be able to:

- apply the techniques of negotiation;
- the ability to transmit efficiently the verbal and non-verbal messages;
- grow their capacity of communication;
- Understand and decode the messages of the negotiation's partner.

### COURSE OUTLINE

1. What is communication?
  - Definitions
  - The goal of communication
  - Types of communication
2. Communication styles.
  - Verbal communication
  - Non-verbal communication
  - Para-verbal communication
3. About negotiation
  - What is it
  - Preparing for negotiation
4. Styles of negotiation
5. Negotiation: tactics and methods
6. Game negotiator

Course Duration: 16 hours



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## Body Language for Industry Specific

This course examines the profound and overlooked contribution of nonverbal behavior to the communication process, particularly in a customer service orientated or business environment. Nonverbal language in business can be a decisive factor in taking a decision or in closing a deal. Facial expressions, postures, movements, and gestures are key elements that can lead you to discover if you have a reliable partner, employer, employee, etc.

### COURSE OBJECTIVES

Upon completion of the course, the trainees will be able to:

- Communicate specific ideas in a business environment using body language;
- Identify appropriate and inappropriate gestures used in business communication;
- Managing to communicate in business using the specific body language according to the partner's culture;
- Sustain a public speech and to have the desired impact;
- Identify a reliable partner, colleague, employer, employee, etc;

### COURSE OUTLINE

#### 1. Introduction

- Importance of body language in Retail
- How we use it (consciously, unconsciously, subliminal signals)

#### 2. Factors that influence body language

- Zones distances - influence in business, sitting in a meeting, sitting on a table
- Environment, context, clusters, congruence, consistency
- Cultural influence ((Hofstede's theory, culture and emotions)

#### 3. Head gestures - business environment

- Eyebrows
- Eyes
- Nose
- Mouth
- Combinations - practice

#### 4. Customer arms and hand gestures

#### 5. Feet gesture - impromptu practice

#### 6. Posture of the body - impromptu speech, using the business accessories

#### 7. Identifying potential interest

#### 8. Game workshop (feedback)

Course Duration: 16 hours



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## Communication and Negotiation

'In life you don't receive what you deserve but what you negotiate!'

Upon completion of the course, the students will be able to:

- \* apply the techniques of negotiation;
- \*the ability to transmit efficiently the verbal and non-verbal messages;
- \* grow their capacity of communication;
- \* Understand and decode the messages of the negotiation's partner;

### The Structure of the Course:

#### TITLE

1. What is communication?
  - Definitions
  - The goal of communication
  - Types of communication
2. Communication styles.
  - Verbal communication
  - Non-verbal communication
  - Para-verbal communication
3. About negotiation
  - What is it
  - Preparing for negotiation
4. Styles of negotiation
5. Negotiation: tactics and methods
6. Game negotiator

**Course Duration:** 24 hours



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## Technical Report Writing Workshop

Report writing is a vital and extremely taxing part of every manager's working life. They tend to be very important at decisive moments - preparing budgets, securing funding for new staff or equipment, proposing changes in the way activities or carried out, or obtaining new business.

Whether we like them or not, we need the skills to identify:

- When a report is needed
- The argument to be communicated
- The format it should take
- Who should read it and how they will respond
- The information that should (and should not be included)
- When and how it should be delivered

A report is a very powerful weapon when used correctly. At other times it is useful for nothing more than leveling a wobbly table, or helping your senior management get some sleep during board meetings.

### Workshop Objectives:

- Recognize how reports fit with other influencing activities as a strategic process
- Ensure that a report writing brief is correctly interpreted and developed
- Establish the correct scope and depth for a document
- Define precise communication objectives in relation to the report's audience
- Develop a research strategy
- Structure the argument effectively
- Use a style of plain English that improves understanding and raises level of interest
- Improve writing skills with a variety of techniques
  
- Produce an effective and attractive layout
  
- Package the report with an interesting title, executive summary. Contents page, etc.



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## Course Overview:

The main topics covered are:

- Definition: Defining the key issues to be covered and the 'question' being asked
- Communication objectives: precise objectives for what we want the readers to know, feel and do
- Research methods: primary and secondary
- Report types and structures
- Principles of plain English, writing techniques,
- Strategies of delivering specific technical messages,
- Principles of page layout and document design
- The role of supporting elements such as the executive summary

## Program Specification

**Language:** English/Arabic

**Topic:** Technical Report Writing

**Publication Year:** 2013 - set for update September 2016

**Berlitz Level:** 5

**Hours or units need to complete program:** 16 hours or 21 units per level units may change according to number of trainees per group



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## Customer Services - Berlitz Customer Excellence

### Overview

Delivering customer service and understanding various consumer-buying behavior is a difficult task for all organizations. Customer service is never achieved overnight once and for all. It is an on-going and a never ending process.

### Objectives:

At the end of this course participants will be able to:

- Understanding the fundamentals of customer care.
- Recognize and satisfy different types of customers.
- Deliver customer service effectively.
- Develop and maintain customer loyalty.

### Course Contents

- **INTRODUCTION**
  - ❑ Competitive advantage
  - ❑ What is Customer Service?
  - ❑ Where do customers come from?
  - ❑ First impressions
  - ❑ Giving “Good Service”
  - ❑ What do customers expect
- **Different Customers Personalities**
  - ❑ Their Personalities
  - ❑ Tips for Dealing With Different Personalities
  - ❑ Role Playing Exercises
  - ❑ Value-added service
- **Customers Satisfaction**
  - ❑ Meeting their Needs
  - ❑ Exceeding their Expectations
  - ❑ Group Exercise



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- **Dealing Effectively With Customer Complaints**

- ❑ What is complaint?
- ❑ Why people complain?
- ❑ The wrong ways in dealing with complaint
- ❑ Customer complaints and different ways to deal with them effectively
- ❑ Listening skills when dealing with customers and listening to their complaints
- ❑ Handling complains through the telephone
- ❑ keeping the customers loyalty for a long time
- ❑ Customer's different types, behaviors and ways to deal with each type.

- **COMMUNICATION**

- ❑ Body language
- ❑ Building rapport
- ❑ Listening
- ❑ Tone
- ❑ Practical Exercises and Case Studies

**How you will learn:**

**This course uses a wide range of teaching methods and a high level of interaction. Participants are encouraged to contribute examples and experiences from their own work environment.**

Course activities include: problem solving tasks; group discussions & role-plays.

**Course Duration: 24 hours**



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## Sales Improvement Program

### Target Audience

Sales Staff who wish to apply their selling skills on the job and grow organizations revenues

### Rationale

This program is designed to equip the **B2B Sales Staff of the client** with the necessary skills & knowledge to effectively sell to their clients; such that upon completion of training they can they can positively impact the overall business and profitability of the company by building long term relationships with their customers/clients.

### Course Objectives

By the end of the training program candidates will be able to:

- Plan their sales activities
- Manage opportunities better and gain business faster
- Discuss all sales activities in an efficient and professional manner
- Enhance sales staff jobs through practical hands-on workshops.
- Sales managers will be able to manage their teams better and meet company profit targets.

### Course Contents

- Max Automated
- Sales process
- Lead Generation
- Managing Opportunities
- Retaining Business
- Brand awareness
- Body Language
- Call Planning
- Lead Generation
- First Impressions
- Meeting the Decision Maker
- Following up After the Proposal
- Selling Benefits

**Course Duration:** 30 hours



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## Berlitz Supervisory Skills- the next generation!

The abilities required of the supervisor to meet demands have also expanded over time. A supervisor today needs to be able to communicate effectively with diverse groups within and outside the organization, employ problem solving skills, creativity and imagination, and critical thinking, and know how to develop his or her employees. These abilities do not necessarily come from the prior experience of most supervisors, particularly those who were promoted to supervisor from worker position. New supervisors must face some unfamiliar issues, such as how to direct the group, how to let go of day-to-day tasks while still maintaining enough knowledge to guide the work, and how to maintain good relations with friends who now work for them. Making the transition to supervisor required a shifting of attitudes, not just an increase in knowledge.

The research on effective supervision identifies numerous skills that a supervisor should possess. We have organized the skills into five categories which are indicated below:





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The primary role of the supervisor is as a link between management of the organization and the employees. The five categories are summarized below:

- **Guiding Work:** Taking the direction of the organization and translating it into actionable plans for the work group.
- **Organizing the Work:** Assigning people, equipment and tasks to meet work goals.
- **Developing your staff:** Being aware of and actively working to increase the skill level of each employee being supervised.
- **Managing Performance:** Removing the obstacles to better performance so employees can meet both their own objectives as well as the organizations.
- **Managing Relations:** Developing and maintaining good relationships with other groups so that the supervisor's employees and the organization meet their goals.

## Program Outlines & Objectives

The program will cover most of the above five categories, and more precisely at the end of the workshop the participants will be able to master the following:

- Develop and use better communication skills and forms
- How to make a safe transition from being employee to a supervisor.
- Assertive supervisor behaviors aggressive, submissive or passive aggressive.
- How to motivate and inspire the team to achieve goals.
- How to deal with the team when they make mistakes.
- How to understand the type and personality of the people they supervise.
- Understand the importance of developing good relationships with employees & peers.
- How to solve problem with the team member.
- How to priorities time and effort to achieve the right result for themselves & their team.
- Learn the some basic technique of Coaching.
- Learn how to delegate effectively.
- How to enhance individual performance.
- Clarify roles and responsibilities of the new job
- Developing and monitoring plans
- Develop leadership trades and awareness and it value among leading teams



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## BERLITZ TUITION FORMATS

### COMPANY TRAINING - CHARTER INSTRUCTIONS

You specify the participants - we assess their language skill level and split them into homogenous course groups. The course is delivered on site at your company or in one of our Berlitz Centers.

#### CORPORATE PREMIUM - IN HOUSE TRAINING

- Scope and timetable to your requirements (rescheduling of appointments possible up to 2 p.m. of the preceding working day)
- Maximum recommended number of participants: 15
- Contents customized to fit training requirements
- Training may delivered at Berlitz or Client Bahrain training facility

#### Program Specification

Language: English/Arabic

Topic: Berlitz Supervisory Skills- the next generation!

Publication Year: 2013 - set for update September 2016

Berlitz Level: 4-5

Hours or units need to complete program: 24 hours or 32 units per level units may change according to number of trainees per group.