



Releasing the **Power** in **People**

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VideoCoaching.tv provides soft skills coaching for *all* staff at an annual subscription typically less than the cost of travelling to a traditional training course! Face-to-face skills coaching and training courses are time consuming, expensive and cannot be accessed without considerable notice. Video coaching is instant, highly cost effective and cuts out all extraneous time commitments.

Each video facilitates skills acquisition in a logical, step-by-step process; through a series of 38 (maximum 15-minute duration) videos that replicate instructor-led coaching.

VideoCoaching.tv provides the following advantages:

- √ Try before you buy. Take advantage of our **free 7-day trial** for up to 5 users.
- √ Can be accessed at any location with Internet access, as and when required. This allows for 'just in time' coaching, enabling the skills to be practiced in the real world before they are forgotten.
- √ Streaming videos can be played again and again; users can re-watch a course, or elements of it, to remind them of specific learning points.
- √ Streaming video removes travel and accommodation time, cost and carbon footprint.
- √ Home or satellite based staff have the same access to coaching as office based staff.
- √ Downloadable course notes provide a physical reminder of course content.
- √ Users can Email questions to the trainer and receive a reply within 24 hours or access a FAQ page.
- √ Encourages out-of-hours learning.
- √ Any subsequent face-to-face training or coaching can be targeted at a more advanced level.
- √ Reduces administration costs by automatically generating full individual training records that can be accessed by the user or company administrator at any time.
- √ Ideal for those who are too busy, or not inclined, to attend traditional courses.
- √ Allows for manager-led group training sessions to help delegates apply the skills to their own specific circumstances.
- √ Users do not have to view the whole course. They can view only the videos relevant to their needs.

Your annual subscription gives unlimited access to coaching in the following skills:



Presentation Skills

Whether communicating one-to-one, or to a large audience, the ability to present your ideas persuasively and effectively is vital. These videos show you, in logical sequence, how to prepare, practice and deliver a stunning presentation that will achieve your objective and leave behind a positive impression of you with the audience.

Some speakers electrify their audience, others only gas them.

- 1 **Focus** - how to focus your presentation, to make sure it is interesting and relevant to every member of your audience.

Objective - how to identify a 'terminal objective' to ensure your presentation provides value to the audience.

Audience - tuning your presentation to your audience's needs.

Material - what to include in your presentation. Identifying key messages and avoiding excessive detail.

- 2 **Structure** - making your presentation 'user-friendly' for your audience and easy to deliver for you.

The importance of Structure - why making your talk easy to follow and memorable is vital.

Introduction - how to get your presentation off to a flying start.

Conclusion - how to finish your presentation with a 'bang!'

Key messages and overall structure - structuring your key messages and linking them to your introduction and conclusion.

Notes - how to deliver your presentation without relying for prompts on visual aids, holding notes or standing behind a lectern.

- 3 **Impact** - why we all get nervous when we present and how to keep the nerves under control, to allow you to look relaxed and confident.

Nerves - why it is perfectly normal to feel nervous and how to get the nerves under control.

Body Language and Voice - looking and sounding confident and relaxed.



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- 4 Style** - how to add variety and interest to your presentation using techniques to keep your audience engaged.

Eye contact - how to maintain eye contact with your audience and why it's vital for effective communication.

Audience Involvement - how to encourage audience participation.

Examples and Stories - add interest and credibility to your key messages to make them entertaining and memorable.

Humour - how to make your presentation enjoyable for the audience.

Questions and Objections - how to handle questions and awkward moments from the audience.

- 5 Visual Aids** - how to choose the most appropriate visual support for your presentation and make sure that your visual aids add to your performance and don't act as a distraction.

Introduction - the 'Golden rules' for using visual support.

Gestures and Props - how to use your best visual aid – yourself!

PowerPoint - how to set up PowerPoint, use it effectively and design slides.

Flipcharts - how to use flipcharts like professional presenters.

- 6 Putting it all together** - this video shows a short presentation employing the techniques outlined in all the presentation skills videos. You will see that although many of the techniques are prescriptive, their application results in a varied and spontaneous style for the audience.



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Negotiating Skills

Everything in life is negotiable. These videos show you how to obtain the best deal, without compromising your relationships.

When someone with experience meets someone with money, the person with experience will get some money and the person with money will get some experience.

- 1 Win - Win Approach** - recognising negotiating opportunities and adopting a win – win approach.
- 2 Negotiating Parameters** - how to prepare for any negotiation by identifying negotiating parameters and developing a strategy for the negotiation.
- 3 Discussion** - how to establish a positive relationship, confirm negotiating parameters and react to signals for movement.
- 4 Bargaining** - moving towards your ideal outcome and placing conditions on your concessions.
- 5 Closing and Agreement** - strategies to conclude a negotiation at the best time for you and avoid misunderstandings over the outcome.
- 6 Negotiating Gambits** - how to use (and defend yourself against) negotiating techniques to gain advantage.



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Relationship Selling

Whether selling a product, service or idea, we all have to persuade and motivate others to achieve the outcome we desire. These videos show you how to maximise your success in selling meetings.

All things being equal, people will always buy from a friend. All things being not quite so equal, people will still buy from a friend.

- 1 Introduction & Terminology** - this video introduces basic selling terminology and explores what motivates and influences people to buy.
- 2 Behaviour Styles (Part 1)** - understanding your own behaviour style and how others can perceive you. (Behaviour styles questionnaire to be completed after this video)
- 3 Behaviour Styles (Part 2)** - how to recognise other people's behaviour style and adapt your approach to be more sympathetic to your contact's preferred style.
- 4 Preparation & Creating Rapport** - how to prepare for a selling meeting and establish a positive relationship with your contact, from the moment you meet them.
- 5 Structure of a Selling Meeting** - structuring a selling meeting to identify your contact's needs, present your solutions, overcome objections and gain a commitment.



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Personal Organisation and Time Management

If you can boost your efficiency at work by just 10%, you will gain an extra four hours of time each week. These videos show you how to create a working environment and establish working practices that allow your brain to work at maximum efficiency. Not only will you achieve more, but you'll also cope better with pressure and reduce stress levels.

It's not enough to be busy. The question is: what are you busy about?

- 1 Introduction** - the benefits of being organised and overcoming the barriers to changing the way you work.
- 2 Working environment** - how to organise your physical working environment to boost your productivity, feel in control of your work and reduce stress.
- 3 Work Management Systems** - How to manage your workflow to maintain an efficient working environment and keep on top of all of your tasks.
- 4 Self Organisation** - how to establish a simple framework to process your work at maximum efficiency.
- 5 Time Management** - how to minimise the impact of 'time stealers' and make the most of the time available to you.

Further Information

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