

Retail Master Class V

THINK ON YOUR FEET®

The Internationally Acclaimed Workshop That Trains You to Organize Your Ideas FAST!

(NEW DATE!) October 25, 2018

9:00AM-6:00PM

5th Floor Nostalg 1 & 2, Joy-Nostalg Hotel & Suites Manila, 17 ADB Avenue, Ortigas Center, Pasig City

RESOURCE SPEAKER / PARTNER:

JV Wong

(Chief Executive Igniter of People Ignite Organizational Development and Training)

Think on Your Feet® is the globally acclaimed workshop that trains you to analyze, organize and present your ideas FAST.

Think on Your Feet® introduces the capsules-of-persuasion concept: 10 plans that structure your ideas quickly.

CLARITY. BREVITY. IMPACT®

PROGRAM OBJECTIVES

General Objectives:

Think on Your Feet® aims to help participants:

- To be more persuasive
- To answer questions and handle objections effectively,
- To explain the complex more clearly.

Key Take Home:

At the completion of the workshop, you will be able to:

- Structure ideas simply and persuasively
- Flesh-out ideas with memorable examples
- Simplify complex information.
- Get to the point and be remembered
- Answer questions quickly and coherently

WHO SHOULD ATTEND:

Business Owners, Managing Directors, Presidents, Chief Executive Officers, Chief Operating Officers, Chief Marketing Officers, Senior Management, Directors, Heads, Brand Managers, Customer Service Managers, Sales Managers, Marketing Managers, Product Managers, Retail Managers, Supervisors and people in the organization which have roles on engaging with customers (both internal and external).

COURSE OUTLINE

Think on Your Feet®: Workshop Content

The workshop is filled with practice, coaching and feedback.

1-Day Coverage:

Module 1: Getting to the Point & Being Remembered

- Techniques to package persuasion
- Structuring ideas simply and clearly
- Speaking in different situations: one-on-one, on the phone, in meetings, informal presentations, e-mails

Module 2: Presenting Your Ideas with Speed & Clarity

- Using three-part plans to display analysis
- Helping your listener understand by placing your ideas into a simple, unifying structure
- Relying on structured reasoning to answer questions quickly

Module 3: Handling Questions Quickly, Clearly and Persuasively

- Following the “Rule of Threes”
- Creating logical pegs to hang your thoughts on
- Announcing & Recapping

Module 4: Using “Visual” Pegs as Your Structure

- Achieving impact
- Supporting large or complex topics
- Adding depth to your message

Module 5: Dividing Information into Facets, Aspects or Perspectives

- Achieving objectivity
- Expressing thoughtfulness
- Addressing issues from different viewpoints

Module 6: Bridging from Question to Answer

- Buying yourself time
- Answering the right question
- Handling objections and tough questions positively
- Listening to clarity and impact

Module 7: Expanding or Focusing Your Listener’s Perspective

- Moving from detail to big picture, or vice versa
- Handling sensitive or confidential information
- Countering sweeping generalizations

Module 8: Moving Two Opposing Viewpoints to a Middle Ground

- Negotiating a win-win outcome
- Dealing with controversial topics
- Moving to action

Module 9: Selling the Benefits of Your Ideas, Products and Services

- Presenting benefits, not features
- Showing advantages to your listener
- Employing the “So what?” test

Module 10: Putting it All Together

- Advanced Think on Your Feet®: Drills

THINK ON YOUR FEET® PROGRAM

YES, PLEASE REGISTER ME/US (Please fill up with complete details):

NAME	DESIGNATION	E-MAIL	CONTACT NO.

*please attach separate form for additional attendee/s

Company: _____

Authorized By: _____

Designation: _____ Email Address: _____

Contact Number: _____ Signature: _____

REGISTRATION FEE

	Early Bird Rate (if paid on/before October 24, 2018)	Regular Rate (if paid on October 25, 2018)
PRA Member	Php 12,995	Php 13,995
Non-PRA Member	Php 13,995	Php 14,995
*5% Discount for group of 5 or more		

Mode of Payment

- Please make check payable to **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) or DEPOSITED to PRA Account: Banco De Oro (BDO) - SM Megamall B Branch. Savings Account: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before October 24, 2018.

Cancellations received in writing at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

For more details, contact PRA at 687-41810/81* email at specialprojects@philretailers.com / ncm_philretailers@yahoo.com and look for Ivan or Norie.

FIRST COME, FIRST SERVED!

*Members in good standing

*Think On Your Feet® book
will be provided

*AM/PM Snacks & Heavy
Lunch will be served

*Certificates will be provided

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez
at specialprojects@philretailers.com/ncm_philretailers@yahoo.com
ON OR BEFORE October 24, 2018