



UNIVERSITY of NEW HAMPSHIRE
Professional Development & Training

December, 2011, through August, 2012, Workshops

that can be used towards the

Sales Certificate Program

These workshops are listed on our website at:

<http://www.learn.unh.edu/pcw/pd/sched.php?id=5#12>

Are You Listening? Developing Effective Listening Skills

Portsmouth: CRN 478212, June 5, Tuesday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included

Being a good listener is one of the most important characteristics of an effective communicator. However, studies indicate that most of us don't listen very well at all. Identify the barriers to effective listening and learn about your own listening and responding style. Discuss factors that affect disclosure, including the listener's body language and responses. Have the opportunity to practice several types of responses and explore how they affect the flow of conversation. Practice listening in an interview setting as well as in a conversational setting. Finally, learn what to listen for, and how to adapt our message based on what we hear. (This is part of the Supervisory Skills, Human Resources Management, Communication Skills, Professional Coaching, and Sales Certificate Programs, but you do not need to enroll in the programs to take this workshop.)

Instructor: Tess George, M.A. in Speech Communication, is founder and principal of Speakwell, a communication training firm, focusing on communication skills in the workplace. She has taught a variety of communication classes at many colleges, including Penn State and UMass. With over 20 years' experience in training, teaching, singing, acting and storytelling, she helps participants to reach their communication goals.

» [Register Now](#)

Brochures, Leaflets and Flyers: Content, Words, Design

Manchester/286: CRN 488212, June 5, Tuesday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included

In this information-intensive age, your flyer, leaflet or brochure faces heavy competition. This provides information and practice in how to organize, design and prepare the content, copy and design of printed collateral. It clarifies the strategic points the writer/producer must establish to get the attention of the intended reader and sell the intended point, and then covers the multiple

tactics for choosing and implementing effective words, graphics and design. Topics include: purposes, strengths and limitations of various formats; criteria for evaluating content and ideas; processes to link target readership, selling points and design; useful ways to research, develop and organize creative ideas; and format options and design ideas. You are urged to bring samples of your work in multiple copies, if possible, for in-class examination. Please note that this is not a hands-on computer class. (This is part of the Sales, Communication Skills, and Grantsmanship Certificate Programs, but you do not need to enroll in the programs to take this workshop.)

Instructor: Jim Milliken is a training consultant who specializes in communication, project management, and workplace skills. His clients include large and small corporations, academia, and nonprofits throughout New England.

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Good Grammar: A Refresher Course

Portsmouth: *CRN 492212, May 8, Tuesday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included*

Grammar is often an obstacle for even the most intelligent and articulate of us. The way we handle-or mishandle-language seriously impacts our ability to do justice to our ideas. We want to be clear and compelling communicators, but we worry about being judged instead by our pronouns and clauses. It doesn't have to be that way! You can learn to competently apply the rules and customs of effective language without reliving the agonies of the sixth grade. This offers a review of the key points of grammar, with some attention to punctuation and style. You'll do a self-assessment of your skills and develop helpful strategies for continuous improvement. (This is part of the Supervisory Skills, Train the Trainer, Communication Skills, Human Resources Management, and Sales Certificate Programs, but you do not need to enroll in the programs to take this workshop.)

Instructor: Jim Milliken is a training consultant who specializes in communication, project management, and workplace skills. His clients include large and small corporations, academia, and nonprofits throughout New England.

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Mastering Multiple Projects, Priorities and Demands

Manchester/286: *CRN 456212, March 20, Tuesday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included*

In a demanding workplace, the most exhausting burden can be the committed person's feelings of stress and disappointment. Deadlines, expectations, tasks, interruptions, and simultaneous priorities can clash and create gridlock. Yet there are those who deftly field new challenges, while regularly, and calmly, turning out quality results and fresh ideas while enjoying their work. How do they do it? This workshop will help you learn the practices and methods you need to master multiple priorities and projects in a demanding workplace. Topics include: effective problem solving; tools to monitor progress in improving productivity practices; examination of teamwork; and persuasion methods to mutually support work group productivity. (This is part of the Supervisory Skills, Human Resources Management, Train the Trainer, and Sales Certificate Programs, but you do not need to enroll in the programs to take this workshop.)

Instructor: Jim Milliken is a training consultant who specializes in communication, project management, and workplace skills. His clients include large and small corporations, academia, and nonprofits throughout New England.

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One-on-One Sales Coaching

Date and time to be determined: *CRN 13734, .4 CEUs, \$500*

Have you ever wished you could have personalized instruction on how to maximize your best qualities as a salesperson? And how to overcome your weaknesses? Now is your opportunity. Sign up for a four-hour, one-on-one, sales coaching session with successful sales professional, Catherine Blake. The day and hours will be decided by you and the instructor to best fit your schedule. You'll decide what areas you want to focus on, whether it's improving your sales call, generating new business, cultivating current clients, honing your presentation, improving your negotiating tactics, or more. (This is part of the Sales Certificate Program, but you do not need to enroll in the program to take this workshop.)

Instructor: Catherine Blake, founder of Sales Protocol International, has over 20 years of sales, marketing, and media expertise. In addition to running her business, she is an adjunct professor in the marketing department of the UNH Whittamore School of Business & Economics. She has represented FORTUNE 500 companies such as GTE, IBM, and EMC, directed marketing strategy for several start-ups and traveled to five continents. Her client list has included Raytheon, ESPN, Philips, PraxAir, Johnson & Johnson, and the American Red Cross. She is affiliated with the Strategic Management Assn, the American Marketing Assn., and the NH High Technology Council.

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Presentations without Panic

Manchester/286: *CRN 494212, April 17, Tuesday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included*

For most people, the idea of making a presentation generates panic. In this workshop learn a step-by-step process that will help you turn that panic into poise. Learn how to identify your purpose, organize information for "flow," and design memorable introductions and conclusions. Learn how to analyze your audience and adapt your material accordingly, and get techniques for managing nervousness and developing your own style of delivery. (This is part of the Communication Skills, Supervisory Skills, Human Resources Management, Train the Trainer, Sales, and Grantsmanship Certificate Programs, but you do not need to enroll in the programs to take this workshop.)

Instructor: Tess George, M.A. in Speech Communication, is founder and principal of Speakwell, a communication training firm, focusing on communication skills in the workplace. She has taught a variety of communication classes at many colleges, including Penn State and UMass. With over 20 years' experience in training, teaching, singing, acting and storytelling, she helps participants to reach their communication goals.

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Sales Boot Camp

Manchester/286: *CRN 489212, March 28, Wednesday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included*

Are you a professional who has been put in a position of selling with little or no formal training? Are you an entrepreneur or executive who finds yourself needing to "close" business for your

organization? Do you "go on your gut" rather than apply effective tools and proven strategies? If you answered "yes" to these questions, or if you are in sales for the very first time, this workshop is designed with you in mind. You will learn: how to organize your time, how to get appointments with decision-makers, tips for making effective presentations and how to close the deal. You will develop a methodology that you can take away and use in your daily selling efforts. (This is part of the Sales Certificate Program, but you do not need to enroll in the program to take this seminar.)

Instructor: Catherine Blake, founder of Sales Protocol International, has over 20 years of sales, marketing, and media expertise. In addition to running her business, she is an adjunct professor in the marketing department of the UNH Whittemore School of Business & Economics. She has represented FORTUNE 500 companies such as GTE, IBM, and EMC, directed marketing strategy for several start-ups and traveled to five continents. Her client list has included Raytheon, ESPN, Philips, PraxAir, Johnson & Johnson, and the American Red Cross. She is affiliated with the Strategic Management Assn, the American Marketing Assn., and the NH High Technology Council.

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Successful Account Management for Account Execs, Business Development Professionals, and Sales Reps

Portsmouth: *CRN 490212, April 19, Thursday, 9:30 a.m.-4 p.m., .6 CEUs, \$235, lunch included*

Closing the deal is mission critical to your sales success, but it's only the beginning. The next step is being able to deliver what has been promised and making sure that you are also working on your next deal. The juggling act that sales and business development professionals have to play can make or break your reputation. This takes skill and attention to detail. Time management and successful account management disciplines are key. Join us to learn how you can better keep your customers and your boss happy. (This is part of the Sales Certificate Program, but you do not need to enroll in the program to take this workshop.)

Instructor: Catherine Blake, founder of Sales Protocol International, has over 20 years of sales, marketing, and media expertise. In addition to running her business, she is an adjunct professor in the marketing department of the UNH Whittemore School of Business & Economics. She has represented FORTUNE 500 companies such as GTE, IBM, and EMC, directed marketing strategy for several start-ups and traveled to five continents. Her client list has included Raytheon, ESPN, Philips, PraxAir, Johnson & Johnson, and the American Red Cross. She is affiliated with the Strategic Management Assn, the American Marketing Assn., and the NH High Technology Council.

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