



THE SKILLS FARM™
growing you

KEEPING COOL UNDER FIRE

A game-changing, two day workshop for developing assertive behaviours in a range of challenging situations.

“Remaining calm in times of desperation makes way for opportunity.”

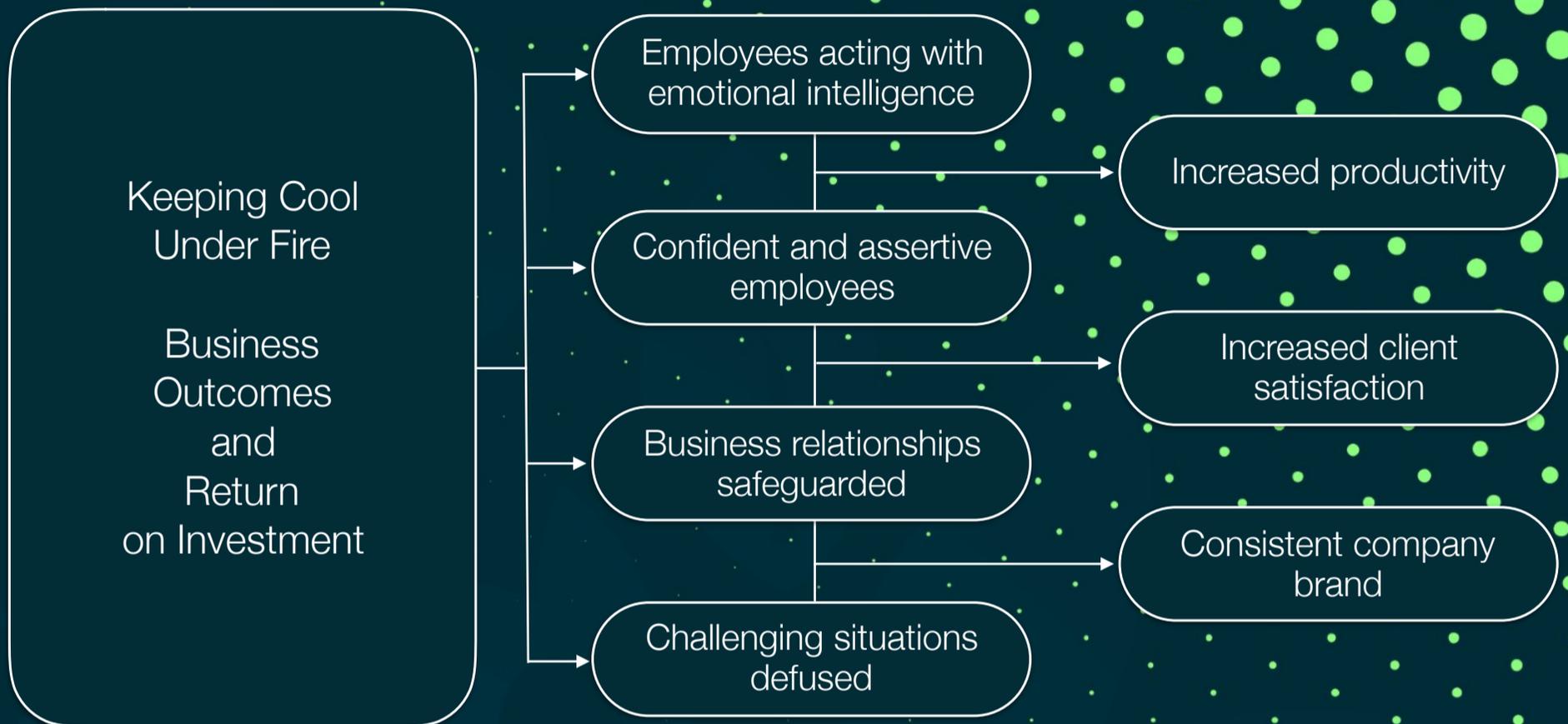
- Simon Sinek

This is your invitation to develop your confidence in handling difficult situations...



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What are the business benefits of this workshop?



What have previous participants said?

The course gave me the frameworks that I can draw upon when I find myself having to have a difficult conversation. I now feel so much more confident in handling angry or frustrated clients.

- C Appleby

Emotional Intelligence is something that I had heard about, but I didn't know how to use it in my day to day work. Now, thanks to Scott, I am able to use it in a range of different circumstances. Very useful.

- T Walsh

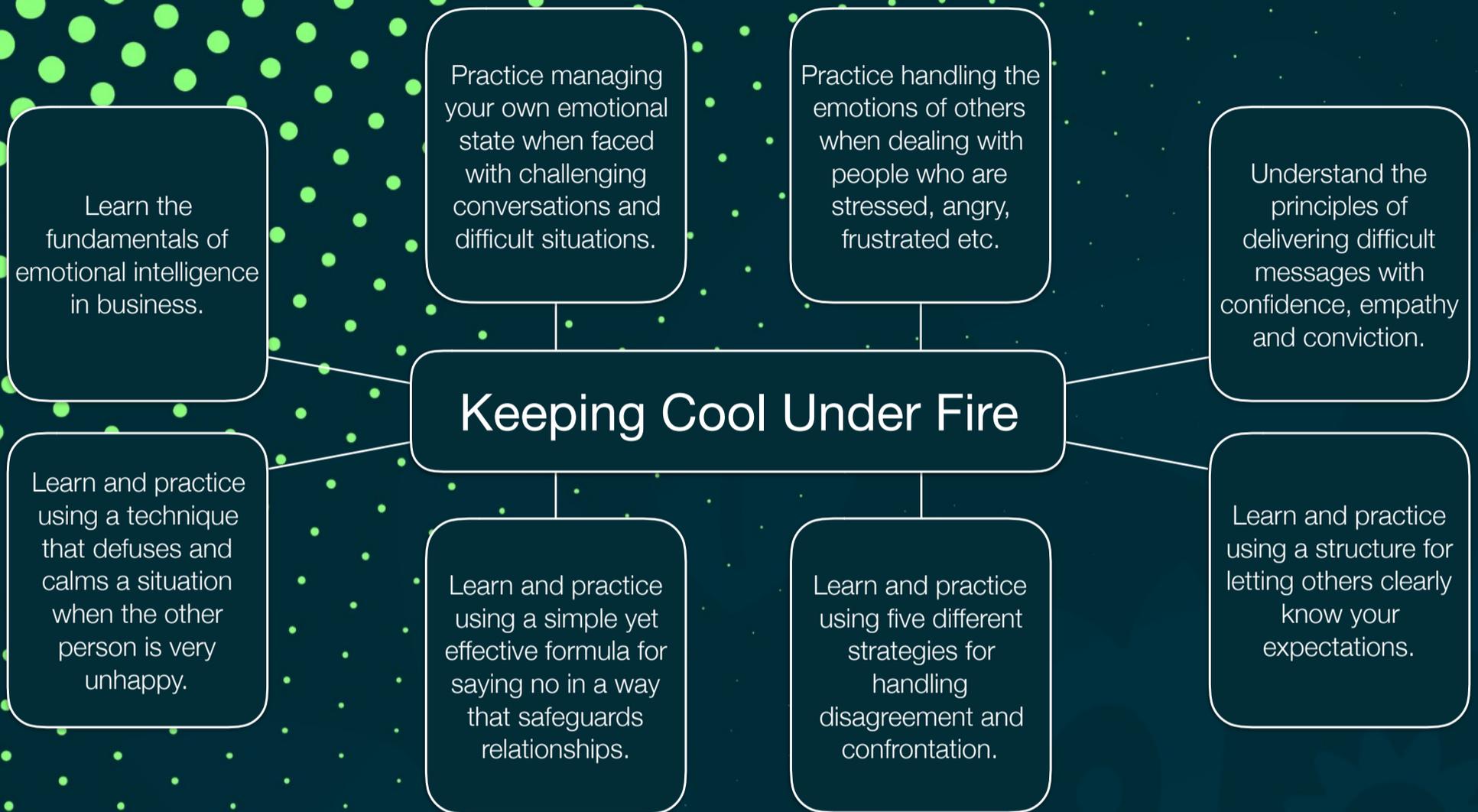
One of the most useful courses I've ever attended. The saying No formula is my absolute favourite. The practice sessions were invaluable because I now feel ready to take on the world!

- T Richardson



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What are the learning objectives?



Why partner with The Skills Farm?

We have been designing and delivering sales and leadership skills training programmes for over 15 years.

Scott and Jamie have both graduated from The Master Trainer Institute in Geneva.

Since 2003 they've have been developing programmes for sales professionals, consultants and leaders at market leading companies including IBM, Apple and Deloitte.

We've delivered leadership skills training to over 6000 professionals, in 25 countries.

Known for being the go-to provider for the most up to date sales skills and leadership skills programmes, we up-skill sales staff to increase revenue and we grow leadership capability to consistently drive performance.

Our current clients include American Express, Deloitte, Google, Leica Geosystems, Apple, ERM and Bistech.



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Keeping Cool Under Fire overview

Pre-course video and self-assessment

Emotional Intelligence Fundamentals



Two Day Workshop

Face-to-face, intensive skills practice workshop

- Using Emotional Intelligence
- Stating Your Expectations
- Delivering Difficult Messages
- Handling Disagreement
- Saying No and Pushing Back
- Defusing Unhappy Customers

Practice all of the skills above in realistic situations specific to your company.

Programme underpinned by company values and sponsored by senior leadership.

Pricing

Pricing Breakdown

Day Rate per 6 Participants	Workshop delivery days	Participant booklets	Total
£1650	2	£90	£3,390

One-off costs

Consulting days	Total
1 trainers for half a day	£825

• additional participants charged at £275 per participant per day
• pricing does not include travel time, accommodation and expenses

• full breakdown of fees and T&Cs available on our website
• all prices exclude VAT



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Workshop modules

Pre-course
learning

Emotional Intelligence Fundamentals	Examine how a developed emotional intelligence sharpens your perceptions, reduces stress and positively impacts your client.
Personalised E.Q.	Complete a diagnostic tool that evaluates your individual and teams EQ preferences and behaviours.

Day One

Staying 'Cool' When Situations Get Heated	Understand the benefits of assertively taking the 'heat' out of any challenging situation that would usually wind you up.
Delivering Difficult Messages	Learn and practice the principles of delivering difficult messages whilst remaining confident, empathetic and composed.
Stating Your Expectations	Learn and practice what to say in order to get other people to do what you expect them to.

Day Two

Handling Disagreement and Confrontation	Identify how you naturally deal with confrontation and practice flexing your style when faced with someone who disagrees with you.
How To Say No	Learn and practice using an effective formula for saying no and pushing back in a way that doesn't damage relationships.
Defusing An Unhappy Customer	Learn a three step technique for de-escalating the emotions of a client who is getting annoyed, frustrated or upset.
Expert Feedback from Trainers	Self-assessment and professional developmental feedback is provided throughout the workshop.



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A high impact assertiveness & relationships skills workshop delivered in two intensive days. Packed with communication tools & techniques that are essential for handling difficult situations.

Increase productivity, increase client satisfaction and achieve a consistent company brand

KEEPING COOL UNDER FIRE

A game-changing course for developing confident and assertive behaviours in challenging situations.

Delivered at a location and time that is convenient to your business needs.

Learn from the award-winning interpersonal skills trainers from IBM, Google, Apple, ERM, Deloitte and American Express.

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