

# Critical Communication Skills for Executives:

Intense, Focused Coaching & Advisory Sessions for Global Leaders

November 16-18, 2011

Kerry Hotel, Pudong, Shanghai, China

## Five Days Five Programs to Become the Essential Executive Who Has Mastered the Critical Skills Needed Across The Globe

### Module One: Critical Communication Skills for Executives

*Our core first day program is designed to build your awareness and control to master your appearance, your language and your voice across all internal executive communications and public media/PR situations.*

### Module Two: Influence and Persuasion in Sales & Negotiation

*Designed for Sales & Marketing, this program includes more specific sales scripting, role-playing, powerful listening, questioning and language pattern skills, closing techniques and more.*

### Module Three: Lies, Manipulation & Deception - How To Recognize It, How To Do It, How To Protect Yourself From It

*In fact global leaders across every industry praise this provocative program designed to make you see exactly how powerful techniques are used thousands of times every day to influence you against your will. Learn how those same techniques are powerful communication catalysts for effective and influential leadership within your organization and social business circle.*

### Module Four: Effective Brainstorming

*Your organization won't believe how powerful this brainstorming model is. Developed over 15 years of helping organizations become more creative, identify problems, for conflict resolution, crisis intervention and more. When you need answers, creativity, when you need a third party facilitator to step in, to move your organization past serious blocks, this program is the place to turn.*

### Module Five: Essential Media/PR Skills

*Executives, entrepreneurs and spokespersons who are required to face journalists or appear on camera must know the rules and tools of the media/PR industry. Don't even think about speaking to a journalist or stepping in front of a camera or press conference without proper media/PR training.*



Mr. Mario Cavolo

## This Month featuring Public Seminars for Three of Our Programs

November 16: Influence and Persuasion in Sales and Negotiation

November 17: Lies, Manipulation & Deception

November 18: Effective Brainstorming

## Target Audience

This event is appropriate for experienced principals, founders, entrepreneurs, board members, senior level management, team leaders.



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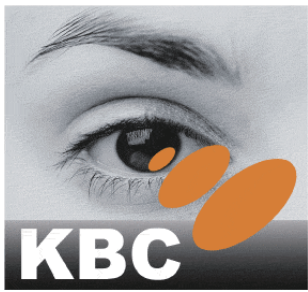
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## Meet The Facilitator: Mr. Mario Cavolo



Starting with organizations including American Airlines, Bosch Rexroth, ADP, PPG, Kempinski Resorts, Alcatel Lucent, Siemens, L'Oréal, eBay, Delphi, ArvinMeritor, Qiagen, Bosch, Dupont, ASML, and Deutsche Bank, it is easy to see how Mario has proven over and over again the perfect choice to coach and advise your executives, to facilitate and advise on your projects and events. His expertise includes 20 years of media/PR, event, news and television experiences:

- \* Appeared on Bloomberg Television and is a certified media expert and associate with News Certified Exchange
- \* Featured on many CCTV mini-series including with Hong Kong superstar Eric Tsang
- \* Wang Wang Taiwan Foods Co. annual Chinese New Year TV ad across China since 2005
- \* Kempinski Resorts marketing video host
- \* South Korea TV with superstar Rain for Lotte Corp
- \* Frequently emceeds conference level events for corporations, charities and other organizations across the business community

"Multinational business executives need to present superb communication skills and messages in different cultural settings...Mario has been the right guy to help make that happen."

Victor Shi  
Asia Pacific President  
Qiagen

"Thank you again for leading an outstanding workshop on Friday here in Shanghai. The feedback was universally positive."

Peter Harris  
CEO Chair  
Vistage International China

"Mario Cavolo is a very enthusiastic, knowledgeable and trustworthy partner, and provided very high value added to our President in enhancing his media and communications skills...We had engaged Mario to provide coaching support for media relations in China for our regional President and Government Affairs & Business Development ("GABD") function... a very strong partner to any company's needs."

Roger Young  
HR Director-Asia Pacific  
PPG Industries

## Why You Should Participate

- \* These programs are for serious engaged aggressive executives, professionals and entrepreneurs only. All attendees are expected to clearly define and bring their contents, materials, issues and discussions to the sessions for active practice, specific personal advisory, strategy development and 1-on-1 coaching.
- \* To create a focused coaching environment, there will be strict limitation on the number of attendees each day.
- \* You can choose to attend separately in any or all of the multi-day program schedule. Feel free to register for the sessions that fit your needs and interests.



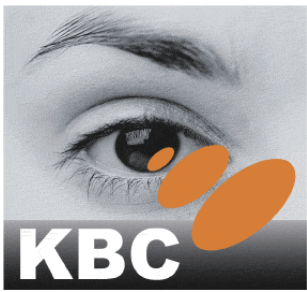
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## Program Outline / Key Topics

### November 16: Influence and Persuasion in Sales and Negotiation

#### Part One: Behavioral & Persuasive Approach

- \* What every salesman must do first
- \* How to read the other person like a book
- \* Identify exactly how the other person makes decisions
- \* Perfect questions to know exactly what they need and want
- \* Write and use precise sales scripts
- \* Build trust, build the relationship and get the sale
- \* Use this "super closing technique" they can't resist

#### Part Two: Harvard Negotiation Model

- \* Build your negotiating plan on proven principles
- \* Encourage both parties to align with a model that works
- \* Learn how to be creative not stubborn in your negotiations

### November 17: Lies, Manipulation & Deception - How To Recognize It, How To Do It, How To Protect Yourself From It

- \* Manipulation & deception: learn from the world's greatest truths & principles
- \* The power and dangers of leading, hypnotic command language
- \* How "leading" persuasive phrases are used for you and against you
- \* Politicians 'n preachers: the secret recipe that rakes in millions of dollars and votes
- \* Mastering language & delivery with precision
- \* Master your voice: the essential parts for power and persuasion
- \* Use questions and question tags to reinforce
- \* Use behavioral motivation and decision-making models to gain even more influence
- \* How the same techniques are used for effective leadership and messaging in your organization

### November 18: Effective Brainstorming

- \* Break through costly and damaging blocks.
- \* Find out what's good, what's not and what's missing.
- \* Effective crisis and conflict intervention solves immediate problems
- \* Identify both pain and satisfaction underlying motivations and intentions
- \* Must Do's to get past those who are sabotaging your efforts
- \* Surge to higher levels of creativity and innovation
- \* Use better questions for better answers for better results
- \* Define better plans and outcomes to move forward



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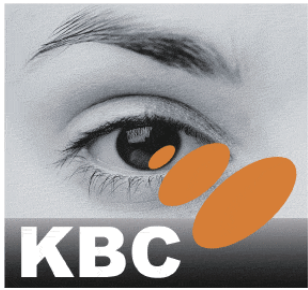
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## Registration Form

Event: Critical Communication Skills for Executives

Date: Wednesday-Friday, November 16-18, 2011

Venue: Kerry Hotel, Pudong, Shanghai, China

For more details, please contact Harry Wong @ +86-21-5478 8759 or [harryw@kbcchina.com](mailto:harryw@kbcchina.com).

Please complete the form and fax back to +86-21-5478 8957.

Company Name	_____						
Address	_____	Province	_____	City	_____	Zip	_____
Name (1)	_____	Title (1)	_____	Tel/MP (1)	_____		
E-mail (1)	_____		<input type="checkbox"/> Day 1 / Nov 16	<input type="checkbox"/> Day 2 / Nov 17	<input type="checkbox"/> Day 3 / Nov 18		
Name (2)	_____	Title (2)	_____	Tel/MP (2)	_____		
E-mail (1)	_____		<input type="checkbox"/> Day 1 / Nov 16	<input type="checkbox"/> Day 2 / Nov 17	<input type="checkbox"/> Day 3 / Nov 18		
Contact Person	_____		Title	_____			
Tel	_____	Fax	_____	E-mail	_____		

## Fees

- \* RMB 4,800 per person for one day's training, including training participation, lunch and tea breaks.
- \* RMB 8,800 per person for two days' training, including training participation, lunch and tea breaks.
- \* RMB 12,800 per person for three days' training, including training participation, lunch and tea breaks.

## Registration Process

- \* Please fill in this form and fax to us. Your seat will be reserved upon reception of the form.
- \* A payment notice identifying the bank account information will be sent to you for your payment arrangement.
- \* Fapiao will be sent to your office upon reception of the payment. If you need fapiao in advance for internal payment process, please contact Harry Wong @ 86-21-5478 8759.
- \* A confirmation letter outlining the event details will be sent to you one week prior to the event.



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