

Critical Communication Skills for Executives 2012

Intense, Focused Coaching and Advisory Sessions

At Kerry Hotel, Pudong, Shanghai

Critical Skills Needed Across The Globe, Facilitated by Mr. Mario Cavolo

With three sessions each month:

Session 1: Influence and Persuasion in Sales and Negotiation

Session 2: Lies, Manipulation & Deception - How To Recognize It, How To Do It, How To Protect Yourself From It

Session 3: Effective Brainstorming



"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, Director, Human Resources-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.

Target Audience

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

Mr. Mario Cavolo



Starting with global organizations including American Airlines, Bosch Rexroth, ADP, PPG, Kempinski Resorts, Alcatel Lucent, Siemens, L’Oreal, 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 emcees conference level events for corporations, charities and other organizations across the business community.

Program Agenda 2012

	Session 1	Session 2	Session 3
May	22	23	24
June	19	20	21
July	3	4	5
August	28	29	30
September	25	26	27
October	23	24	25
November	27	28	29
December	18	19	20

Program Outline / Key Topics

Session 1: Influence and Persuasion in Sales and Negotiation

Includes more specific sales scripting, role-playing, powerful listening, questioning and language pattern skills, closing techniques and more

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

Session 2: 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.

- 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

Session 3: 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.

- 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



Critical Communication Skills for Executives 2012

Registration Form

Event: Critical Communication Skills for Executives 2012

Venue: Kerry Hotel, Pudong, Shanghai, China

For more details, please contact Harry Wong @ 86-21-54788759 or harryw@kbcchina.com

Please complete the form and fax to 86-21-54788957 or email to harryw@kbcchina.com

Company Name _____
Address _____ Province _____ City _____ Zip _____
Name (1) _____ Title (1) _____ Tel/MP (1) _____
Email (1) _____
Session _____ Date _____
Name (2) _____ Title (2) _____ Tel/MP (2) _____
Email (2) _____
Session _____ Date _____
Contact Person _____ Title _____
Tel _____ Fax _____ Email _____

Fees

RMB 12,800 per person to attend all three sessions or RMB 4,800 per person per day, including the day's training participation, training material, lunch and tea breaks, etc.

Registration Process

- Please fill in this form and email or 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 receipt of 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 for your on-site registration.