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UN TEAM  
di professionisti  
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# ALIBABA.COM: CORSO APPLIED SKILL WORKSHOPS

## PROGRAMMA

### CORSO: APPLIED SKILL WORKSHOPS

<p><b>SESSION ONE: 17 MAGGIO, H. 14:30 – 17:30</b>  <b>INTRODUCTORY SESSION – EFFECTIVE SPOKEN &amp; WRITTEN CROSS-CULTURAL COMMUNICATIONS</b></p>	
<p><b>Introduction:</b>          Cultural contexts          Communications in a cross-cultural context          Communication parameters</p> <p><b>English vs Italian</b></p> <p>Presenting <b>written</b> and <b>spoken</b> information</p>	<p><b>Writing techniques/skills</b>          Creating a <b>common</b> pattern of <b>speech</b>          Controlling          Accessibility          Clarity- Brevity – Simplicity</p>

<p><b>SESSION TWO: 24 MAGGIO, H. 15:30 – 17:30</b>  <b>APPLIED WRITING</b></p>	
<p><b>Email: tips, tricks, techniques and pitfalls</b></p> <p>Email: functional language &amp; applied tasks          Presenting the company          Dealing with enquiries          Giving/taking details, facts &amp; figs, product info, services, quality, price, etc.          Replying to RFQs          Requests, offers, etc.</p>	<p>Presentations: overview</p> <p>Achieving the right register</p> <p><b>PowerPoint: DOs and DON'Ts</b></p>

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**SESSION THREE: 7 GIUGNO, H. 15:30 – 17:30**  
**APPLIED TELEPHONING**

<p><b>Telephoning</b></p> <ul style="list-style-type: none"> <li>Opening the call / closing the call</li> <li>Language toolkit: creating a <b>positive, dynamic &amp; collaborative</b> climate</li> <li>Achieving <b>credibility &amp; sincerity</b></li> </ul> <p>What we can do for you</p> <ul style="list-style-type: none"> <li>Focusing on benefits</li> <li>Focusing on added value</li> </ul> <p><b>Checking/clarifying</b> issues &amp; <b>confirming</b> solutions</p> <p><b>Functional language &amp; applied tasks</b></p>	<p><b>Applied telephone tasks</b></p> <ul style="list-style-type: none"> <li>Opening &amp; introductions</li> <li>Presenting products, services, information</li> <li>Exchanging information</li> <li>Taking/confirming orders</li> <li>Confirming arrangements</li> <li>Dealing with needs &amp; requests</li> <li>Dealing with RFQs</li> <li>Q/A; delivery, timing, specifications, design, logistics, scheduling, etc.</li> <li>Closing the call</li> </ul>
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**SESSION FOUR: 14 GIUGNO, H. 14:30 – 17:30**  
**THE B2B; EFFECTIVE VIDEO CALLS AND THE POWER OF LISTENING**

<p><b>The video call</b></p> <ul style="list-style-type: none"> <li>Opening &amp; closing the call</li> </ul> <p><b>Language of interacting</b></p> <ul style="list-style-type: none"> <li>Applying functional language</li> <li>Checking, clarifying, and confirming</li> </ul> <p><b>Applied roleplay</b></p> <p><b>Active listening</b></p> <ul style="list-style-type: none"> <li>Building rapport &amp; creating a <b>collaborative</b> climate</li> <li>The power of questions: open/closed, evaluative, hypothetical, probing, specific &amp; funnel</li> <li>Exploring &amp; eliciting customer requirements</li> </ul> <p>“Your business is my business” –<b>building bridges</b></p> <p><b>Active listening task</b></p>	<p><b>THE B2B: applied roleplay</b></p> <ul style="list-style-type: none"> <li>Introductions</li> <li>Proposing/agreeing an agenda</li> <li>Eliciting information about buyer company (asking questions &amp; listening)</li> </ul> <p>What we do &amp; solutions we offer</p> <ul style="list-style-type: none"> <li>Presenting who/what/how</li> <li>Presenting a product/service</li> </ul> <p>Checking, confirming, clarifying, asking questions</p> <p>Reformulating the proposal</p> <p>Call for action + wrapping up</p>
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