



DALE CARNEGIE®
TRAINING

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Tired of not getting the results you expect?

You make your point with
Logic. Numbers. Facts.
You expect X.

But they respond to
Emotion. Pictures. Anecdotes.
And they give you Y.

Learn how to get your message across so people hear what you're saying.
Attend Dale Carnegie Training®'s new one-day seminar

HOW TO SAY WHAT YOU MEAN TO GET THE RESULTS THAT YOU WANT

Just \$189/person

Miscommunication is probably the biggest single cause of business foul-ups. You think you were clear; you think you provided the complete picture; you think the other person understood. And yet the work product does not meet your expectations.

What went wrong and how can you prevent it from happening again? Attend Dale Carnegie Training®'s new one-day seminar:

How to Say What You Mean to Get the Results That You Want

This information-packed program will show you how to get your message across clearly, precisely and at the right level. You'll start out first by learning to assess your audience's learning style and then matching the right media to it. Does your audience understand best by listening – then don't send an e-mail. Do they need to see it to get it – try a paper document. Do you need a media mix – here's the right sequence. Do they like logical arguments or do they respond better to emotion?

Next you'll look at the language you use – whether you're speaking or writing. You'll learn to keep your language simple, straightforward and easily understood.

You'll also learn to read body language. Does yours convey a different message from your words? And what does your listener's body language say? Have you lost him? Is she zoning out?

Finally, you'll learn a questioning formula that helps you determine quickly if what you said is what was heard. By the end of the program you will have the skills you need to eliminate the frustration of miscommunication forever. Register today for *How to Say What You Mean to Get the Results That You Want*. Take that first step toward becoming a great communicator.

Team Discount

We offer a special group discount of 10% off for 3 or more participants in the same course. Phone 800.231.5800

Onsite Training

Seminars can be customized to meet your company's needs and conducted on-site. Phone 800.231.5800

Guarantee

If you are dissatisfied with a Dale Carnegie Training® seminar for any reason, we'll send you a prompt refund. No questions asked.

Cancellation Policy

Dale Carnegie Training® will give you a complete refund if you cancel up to two weeks before your seminar or course begins. Please note, however, that cancellations received less than two weeks before the seminar are subject to a \$100 service charge. In fairness to all attendees, confirmed participants who do not attend their scheduled sessions are liable for the entire fee.

Dale Carnegie Training® reserves the right to cancel any of its programs.

For more information or to register
visit us at www.dalecarnegie.com

“Business, social and personal success depend upon our ability to communicate clearly to others what we are, what we desire and what we believe.

– Dale Carnegie

Who should attend

Business people who want to eliminate the misunderstandings that slow things down, foul things up and kill productivity.

At this seminar, you'll learn how to

- Identify your personal barriers to effective communication
- Match your communication style to different types of people
- Pick the right medium for your message – and your audience
- Choose words that mean exactly what you want
- Listen actively to hear the real message
- Understand body language and other nonverbal clues
- Spot that moment when your listener is beginning to zone out
- Express your ideas clearly in writing
- Send e-mails that command attention
- Give clear direction – without sounding like a dictator
- Avoid words that can trigger negative emotions in others
- Eliminate common language mistakes that can ruin your credibility
- Use non-threatening questions to make sure your message is understood
- Focus your communication by trimming the fat
- Persuade a group to action
- Build and maintain rapport
- Assess your communication strengths and weaknesses
- Use Dale Carnegie's twelve ways of winning people to your way of thinking

HOW TO SAY WHAT YOU MEAN TO GET THE RESULTS THAT YOU WANT

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Seminar Registration Form

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When it comes to creating great communicators, **we wrote the book**



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Learn to get your message across clearly, precisely and at the right level - every time.

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If you believe others in your company could benefit from the experience you are having in this course, please give me the name and phone number of the appropriate person to call. I will personally follow up to acquaint him or her with the course and the ways we can customize the experience to fit the unique needs of your company.

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