

Soft skills training for client retention

Communication skills at the start

Communication is always a two-way process. Listening and understanding are important in communication. Implementing the [7 C's of communication](#) can be advantageous to bring people on the same page and hence boost productivity.

Planning/Structuring communication

The right message can be put across to the targeted audience with the help of initial planning and structuring. Understanding the needs of the audience, connecting and engaging with them, asking the correct questions, using appropriate tools to create CTA can prevent misunderstandings and ensure effective communication.

Communicating in person

A face-to-face conversation can build good relationships between individuals and is also a way to understand the other person better. A person's body language or demeanor is often observed even before he speaks. Building good expressions and visual clues makes a person an effective communicator.

Feedback

Feedback is the key element to effective communication. Appreciating someone's work and getting constructive feedback from someone is a part of communication that builds rapport amongst individuals. Criticism can always give an individual the opportunity to learn and grow.

Meetings

Meetings are a great way to share ideas, thoughts, feedback and decisions. Productive meetings can be conducted by having an experienced facilitator who designs and plans the agenda of the meeting, the dynamic of the meeting, and getting people involved.

Presentation

Preparation is 'key' before any presentation. Well-rehearsed presentations can boost the confidence of the speaker. The speaker must test his equipment before the presentation to avoid mishaps. Visual impact, the structure of the presentation, and the index of the presentation must be planned.

Written Communication

Written communication can be challenging as the message needs to be conveyed correctly in a short amount of time. Emails have to be written concisely so that the reader gets the information quickly. Writing must always be structured so that the audience understands the matter and is connected to the message. A strong subject line always grabs the attention of the reader and provokes the reader to complete the read.

Negotiation, Persuasion, and Influence

Finding a solution that works for everyone can bring mutual respect and understanding amongst individuals. To be persuasive, common ground and emotional connection must be prevalent. To influence someone, one must establish loyalty with them.

Difficult communication situations

Communicating with someone under a stressful situation can be challenging, emotionally and mentally. Taking a minute to calm your mind, plan your thoughts, and being genuine can help ease the situation. While delivering bad news to someone, one must empathize with the other person and look for an appropriate time and place to deliver the message. Giving solutions is always conducive while delivering the news.

Understanding others better

Attempting to understand another person's point of view does not have to be hard. Intuitive listening, avoiding judgment, practicing empathy, asking relevant questions can bring people closer and reach a shared understanding. Putting yourself in another person's shoes can bring a better understanding of the situation.

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