



Add-Wise Conseils  
Advising your growing business!

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## SYNOPSIS

Ref : 03 BEW-GB - Business English Workshops

## BUSINESS ENGLISH WORKSHOPS

Duration: **2 days**, 16 hours, in 4 half days

Cost: To be determined

Place: To be determined

Date: To be determined

**The aim here is to put the company's export managers in international business situations, by working on the implementation of current operational actions.**

### GOALS

- Assimilate an accurate technical and commercial, situational, language
- Allow better written and oral communication in a given context
- Initiate a pro-active, perennial and transferable, approach to international business

### TARGETS

- Manager / Business Executive
- Executive Assistant / new hires
- Anyone with a customer contact who wants to evolve internationally

### METHODOLOGY

- Modular approach according to experience/wish
- Alternation of theoretical contributions and practical exercises from the participants' project

### PROGRAM

- Half day **1: Written communication**  
*The effectiveness of good written communication, the basics of good mail correspondence, tips and tricks on electronic written correspondence, the structuring of one's writings, the notions of associated languages*  
→ Practical work

- Half Day **2: Trade Fairs and Trade Shows**  
*Language and vocabulary necessary to acquire before the establishment of a foreign trade show presence, the choice of its location and associated terms, tools for sales support and management of commercial animation.*  
→ Practical work

- Half Day **3: Business Meetings**  
*Present and facilitate a business meeting, the teams and the role of each, the rules of savoir-être and how to conduct a meeting.*  
→ Practical work

- Half Day **4: Small Talking**  
*Understand the iron rules of international business, where building trust and rapport with customers goes a long way through the appropriate small talking in many situations.*  
→ Practical work

*Note: All modules can be conducted in French as well.*

Prestataire de formation enregistré sous le numéro 82 38 05743 38. Cet enregistrement ne vaut pas agrément de l'Etat.

Add-Wise Conseil® est une marque de la Sarl Palauva

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