

Websites and Workshops

Using Classes and Communication Strategies to Increase Sales and Improve Customer Service

by

Kim Shivler

Connect:

@KimShivler

KimShivler.com

WhiteGloveWebTraining.com

HELLO

I AM...

AN EXPERT

Teaching = Trust

Why Live Workshops?

Planning Your Workshop

- ❖ Live or Online
- ❖ 30 minutes
- ❖ 60 minutes
- ❖ 1 / 2 day or longer

COURSE CREATION PROCESS



STEP 1 - DISCOVERY

STEP 2 - CURRICULUM

STEP 3 - CONTENT

STEP 4 - UPLOAD*

STEP 5 - LAUNCH

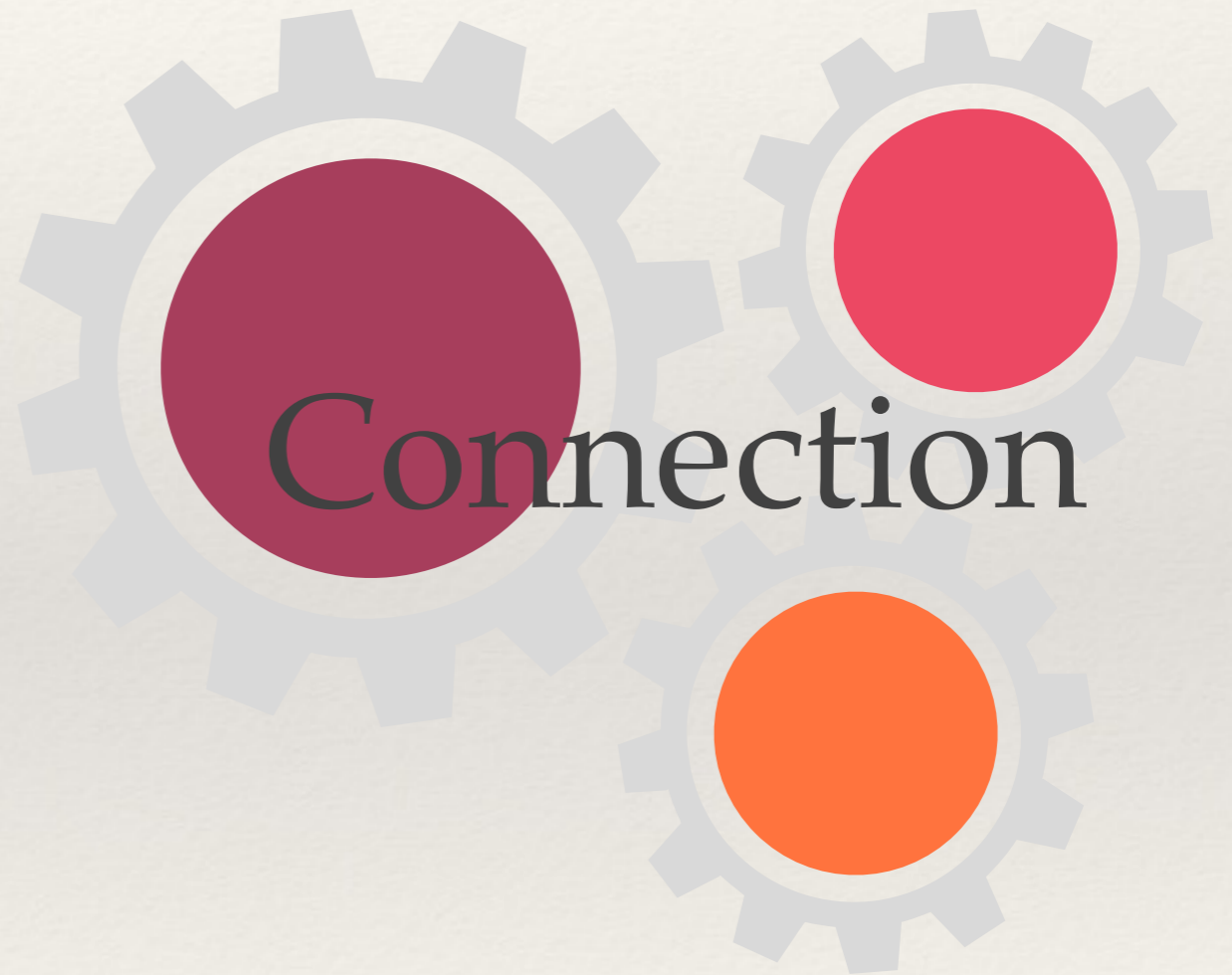
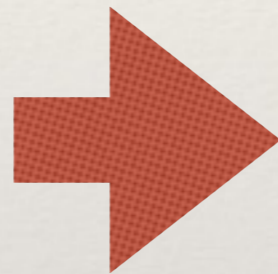
This is only for automated online courses uploading the information into an LMS

Keys to Good Content

- ❖ Multiple touch points
 - ❖ Audio
 - ❖ Visual
 - ❖ Tactile
 - ❖ Reflective

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Game Changer

Opportunity for Feedback and
Access

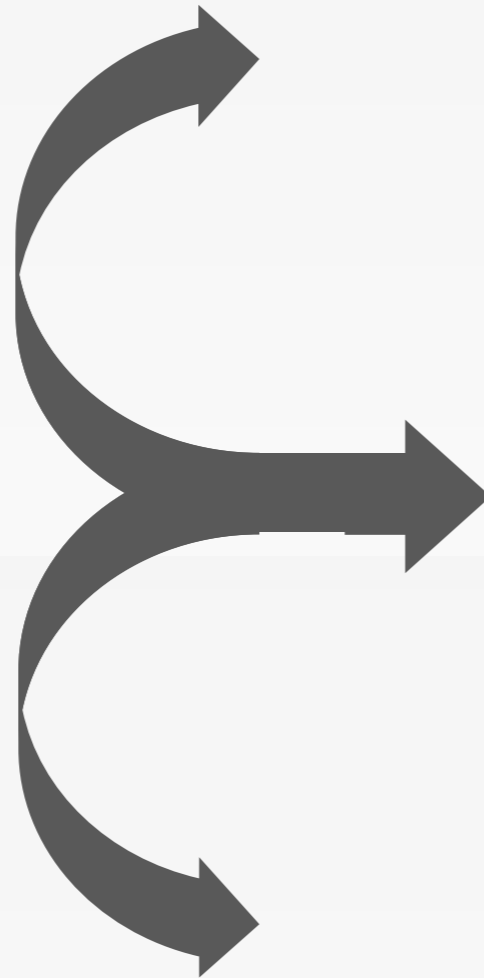
Think Communication

Conversation

Classes

Customer Support

Sales



Communication

It's all about successful communication

“The single biggest problem in communication is
the illusion that it has taken place.”

–William H Whyte

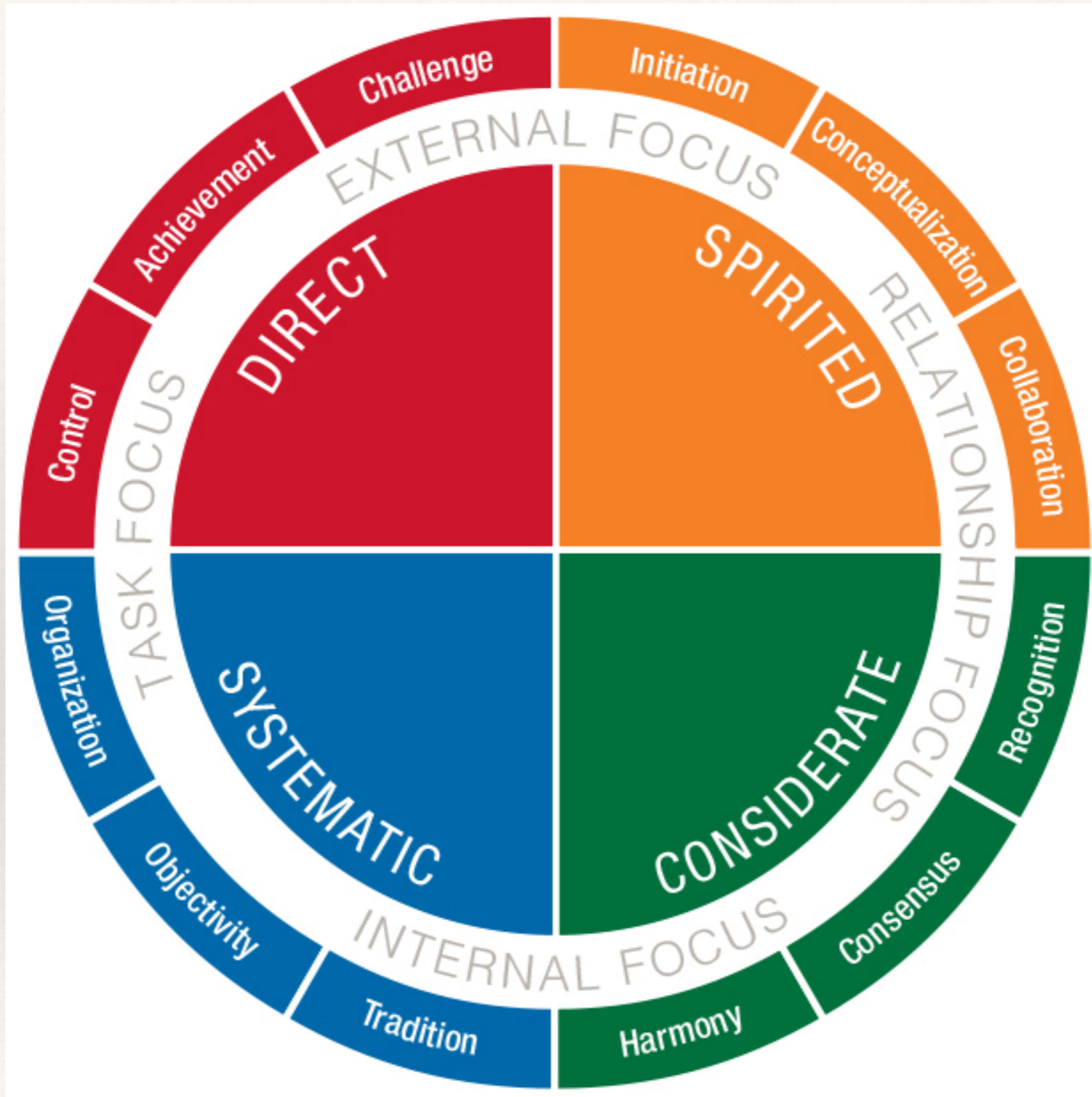
In a Monday Morning Meeting I...

- ❖ Want to get right to the agenda and set the plan for the week
- ❖ Like to hear about other's weekends before starting
- ❖ Try to make sure everyone is heard and that we have agreement before moving forward

To Start a Project I need...

- ❖ An idea. I can jump in set the tasks and get them completed as I go.
- ❖ To collect as much data as possible and set the steps in order before starting on the tasks

Personality Style at Work



Training for All Styles

- ❖ Know your audience so you can flex your training delivery to fit their needs
- ❖ In a varied audience, vary styles to meet all
- ❖ Consider the styles of your audience when planning for group exercises

Review

- ❖ Being Seen as an Expert Can Improve Sales
- ❖ Live Workshops
- ❖ Plan and Build Content for Best Reach
- ❖ Understand Communication Style Basics and Use Them with your Customers.
- ❖ Teach to be an expert, build your business, and have fun.

Connect Further

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kim@whiteglovewebtraining.com