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**COMMUNICATION SKILLS** 25

- Basics of Communication
- Communicating with Respect and Appreciation
- How Communication Works
- Active Listening
- How to Use Questioning Techniques
- The Eight Types of Communicators
- Justification and Persuasion Techniques
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Learning Objectives

• Understanding the idea behind Scrum
• Knowing how Scrum works
• Understanding what roles are important in Scrum
• Knowing how a Scrum board is organized
• Learning how to implement a project based on Scrum

Target Group

Employees of all hierarchical levels who will work in Scrum teams in the future, employees who are interested in Scrum and/or who are preparing for the further education to become a Product Owner or Scrum Master.

Methods

Professional moderation, videos, exercises, interactive tasks, transfer tasks, key messages, final test

Course Duration

Approximately 72 minutes, plus transfer tasks
Learning Objectives

• Understanding the ideas which Kanban is based on
• Implementing Kanban for team work
• Adapting Kanban boards to my needs
• Improving the work organization of my team with the Kanban principles
• Using the pull principle to create the basis for self-organized work in a team

Target Group

Teams that are looking for more productive ways to collaborate and use Kanban. Project managers, executives, team leaders who want to use the Kanban board in a meaningful way and who are interested in and want to use agile methods.

Methods

Multimedia Web Based Training, motivating video sequences, professional learning guide, exercises, study questions, checklists, examples, transfer tasks, key messages, final test

Course Duration

Approximately 48 minutes, plus transfer tasks

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• To know what a mindset is
• To know the difference between “fixed mindset” and “growth mindset”
• To understand what an agile mindset means and what effect it has
• To know the values that makeup an agile mindset
• To learn how to develop an agile mindset

Target Group

Members of teams on their path to agile work, employees who want to renew their mindset and are interested in the topic

Methods

Multimedia e-learning with video lectures, professional presentation, dramatized scenes, transfer tasks and a workbook

Course Duration

Approximately 62 minutes, plus transfer tasks
Learning Objectives

• To know the team roles model
• To put the team roles model into practice
• To know which roles must be occupied
• To know who is suitable for which roles

Target Group

Teams that intend to tackle an agile project, employees who are interested in the topic, employees and teams who are looking for new methods for project management

Methods

Multimedia e-learning with video lectures, professional presentation, explanatory films, study questions and transfer tasks

Course Duration

Approximately 56 minutes, plus transfer tasks

Contact

for a free trial access:
+49 89 5 47 27 84 10
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Learning Objectives

• Being able to recognize the need for innovation and new creative methods
• Being able to create the right conditions for design thinking
• Understanding the design thinking process
• Being able to become an immediate expert and to understand user needs
• Being able to implement the process of finding solutions
• Being able to use prototyping, personas, and learning journeys

Target Group

Teams that intend to initiate a Design Thinking process, employees who are interested in the topic, Employees and teams who are looking for new methods for creative problem solving

Methods

Mobile learning with professional moderation, videos, study questions, interactive Exercises, transfer Tasks, key messages and final Test

Course Duration

Approximately 45 minutes, plus transfer tasks

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives
• To set motivational goals
• To regulate task distribution clearly
• To promote constructive communication
• To build trust and a feeling of cohesiveness

Target Group
Employees who lead teams, be it agile, virtual or project, task forces, junior managers who are new to their management roles

Methods
Multimedia e-learning with training videos, overviews, checklists, templates, questions and a final test

Course Duration
Approximately 60

Contact for a free trial access:
+49 89 5 47 27 84 10
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Learning Objectives

• Understanding the basic principles of motivation
• Recognizing and being able to eliminate demotivation among staff members
• Being able to create incentives tailored to individual employees
• Making effective use of key staff-motivation tools
• Structuring job descriptions in a motivating way

Target Group
Employees who lead teams, be it agile, virtual or project, task forces, junior managers who are new to their management roles

Methods
Multimedia e-learning with training videos, overviews, checklists, templates, questions and a final test

Course Duration
Approximately 60 minutes
LEADERSHIP

Learning Objectives

• To know the team phases
• To recognize which phase the team is in
• To use the right management instruments in each phase
• To counteract team dysfunction (according to Lencioni)

Target Group
Employees who lead teams, be it agile, virtual or project, task forces, junior managers who are new to their management roles

Methods
Multimedia e-learning with training videos, overviews, checklists, templates, questions and a final test

Course Duration
Approximately 60 minutes

Contact for a free trial access:
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Learning Objectives
• to motivate virtual teams in a media-appropriate manner
• to build trust in virtual teams
• to promote social networking in virtual teams
• to give media-appropriate feedback

Target Group
Junior and/or project managers, leaders of virtual and agile teams

Methods
Multimedia e-learning, dramatizations, explanatory films, exercises, transfer tasks, final test

Course Duration
Approximately 60 minutes

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• To understand and use digital media
• To manage collaboration sensibly
• To avoid misunderstandings
• To lead virtual meetings efficiently

Target Group
Leaders of virtual and agile teams, junior and/or projects managers

Methods
Multimedia e-learning, dramatizations, explanatory films, exercises, transfer tasks, final test

Course Duration
Approximately 60 minutes
LEADERSHIP

Learning Objectives

• To learn cultural definitions according to Geert Hofstede and Edward T. Hall
• To develop sensitivity for cultural differences
• To understand the causes of misunderstandings in intercultural teams
• To apply management tools in intercultural teams
• To develop and enhance intercultural skills

Target Group

Employees and managers who work in an intercultural environment

Methods

Multimedia e-learning, dramatizations, explanatory films, transfer tasks, final test

Course Duration

Approximately 45 minutes, not including the transfer tasks, divided into four individual chapters that can also be used as microlearnings. Video playing time per chapter between 4 and 7 minutes

SKILL TRAINING

INTERCULTURAL COMMUNICATION IN TEAMS

Also available in German

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives
• Understanding the basic principles of motivation
• Recognizing and being able to eliminate demotivation among staff members
• Being able to create incentives tailored to individual employees
• Making effective use of key staff-motivation tools
• Structuring job descriptions in a motivating way

Target Group
Managers whose teams are not performing as desired
Young managers with their first management experience

Methods
Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration
5 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
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kontakt@pinkuniversity.de
Learning Objectives

• Knowing how to use feedback as a management tool
• Using the Johari window, knowing the importance of the difference between how you perceive yourself and how others perceive you, so that you can give staff members constructive feedback
• Being able to prepare critical feedback and use it constructively
• Using positive feedback in a way that promotes the development of the staff and team

Target Group

Young managers
Staff members with leadership responsibilities but without a management position
Managers who have a need for cooperative team-leadership methods

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
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Learning Objectives

- Recognizing and being able to analyse problems
- Knowing and using methods for finding solutions
- Being able to approach decision-making processes in a structured way
- Communicating decisions well and involve the staff
- Being able to implement decisions

Target Group

Young managers and managers who need to be able to make decisions in an understandable and structured manner

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

5 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
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LEADERSHIP

Learning Objectives

• Being able to discern between specialist and leadership tasks
• Knowing your own strengths and weaknesses
• Knowing the expectations on managers and being able to deal with them
• Avoiding management errors and being able to react properly to the wide range of demands
• Being able to perform the strategic tasks of a manager

Target Group

Young managers
Specialists who are new to management responsibility

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

3 chapters that can be taken individually, approx. 40 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Being able to discern between tasks that can be delegated and those that can’t
• Delegating professionally by communicating properly
• Knowing the tools for monitoring delegated tasks
• Recognizing and dealing productively with people who re-delegate tasks
• Delegating in such a way that team members can develop

Target Group

Employees who are to be developed into managers
Experienced managers with the need to learn sustainable delegation

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
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Learning Objectives

• Being able to apply the model "leading by maturity level"/"situational leadership" in everyday management practice
• Recognizing what "maturity level" the employees are at
• Adjusting leadership methods to your staff's maturity level
• Getting staff members with fading motivation back on board
• Protecting motivated but inexperienced employees against excessive demands
• Giving highly motivated employees freedoms without losing sight of the goals

Target Group

Managers who are coming up against their limitations with regard to the motivation and performance of their team
Young managers who want to and are expected to apply the concept of maturity levels in practice

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, final test

Course Duration

6 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
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Learning Objectives

• Holding staff interviews with goals and structure
• Finding the right approach for the employee and adhering to key communication rules
• Preparing and structure professional dialogues
• Holding feedback, critical and evaluation meetings
• Holding annual, performance goal and personal development meetings

Target Group

Managers, Managing Directors, department heads, people with staff responsibility

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

8 chapters that can be taken individually, approx. 115 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Knowing the importance of change for the people involved
• Knowing the cycles of a change process
• Communicating changes professionally
• Integrating affected people into the change project
• Being able to win staff members over for the change
• Recognizing and overcoming resistance to change management
• Successfully managing changes

Target Group
Managers with responsibility for change processes

Methods
Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration
7 chapters that can be taken individually, approx. 115 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Knowing the different levels of communication and make use of them to communicate successfully
• Recognizing which messages are being conveyed below the factual level of the communication, using Friedemann Schulz von Thun’s "Four Sides Model"
• Knowing your own listening and speaking behavior
• Being able to communicate effectively and reduce inefficiencies caused by unclear speaking and inattentive listening

Target Group

Employees who work in fields with communicative demands
Young management employees who you wish to prepare for their future tasks
Experienced managers who want to gain a better understanding of communication

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

- Understanding yourself and your communication behaviour better
- Being able to communicate with respect and appreciation by preparing properly
- Being able to communicate your view in an understandable way
- Knowing the various types of I-statement, giving you a better understanding of communicative acts

Target Group

Managers at all executive levels who are open to the topic of appreciative communication and who want to be able to communicate with respect and appreciation

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

6 chapters that can be taken individually, approx. 45-60 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Knowing Paul Watzlawick’s five axioms of communication, on the basis of which you can communicate more successfully
• Preventing or at least reducing misunderstandings by knowing the axioms
• Being able to take a productive posture with more understanding, even in difficult communication situations
• Communicating more effectively and with more awareness

Target Group

Staff and management employees who have to communicate well
Employees at all levels who want to improve their communication and understand the concept of communication better

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

3 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives
• Being able to use active listening as a method
• Using the advantages of active listening to hold more effective discussions with staff, colleagues and partners
• Effectively using the different techniques of active listening
• Being able to hear what colleagues, staff and team colleagues need, in order to be able to work productively

Target Group
Staff who need an excellent flow of information
Managers, team workers, young managers who wish to communicate more effectively

Methods
Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration
4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Being able to guide discussions with the right questions to ensure the right information is communicated
• Knowing and mastering the various questioning techniques
• Accomplishing good results by asking the right questions, even in unclear discussion situations
• Knowing the effect of various question types on others, and use them for more effective discussions

Target Group
Management staff at all levels

Methods
Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration
4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Knowing and recognizing the different styles of communication
• Knowing your own style of communication
• Being able to vary your communication styles for more effective discussions
• Taking discussions with difficult partners to a successful conclusion
• Knowing the psychological backgrounds of the different communication styles and hold effective discussions using that knowledge

Target Group
Managers and staff whose performance is closely linked to good communication

Methods
Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration
4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
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kontakt@pinkuniversity.de
Learning Objectives

• Being able to argue your point professionally, even in difficult situations
• Mastering the key techniques for structuring statements
• Arguing your position confidently and persuasively
• Having a strong and convincing manner way of expressing yourself
• Applying strategies for difficult negotiations
• Knowing the rules of conduct and conversation, so that you always stay cool when arguing a point

Target Group

Staff in Marketing, Sales and Procurement, managers and supervisors

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

10 chapters that can be taken individually, approx. 100 minutes plus exercises

Contact for a free trial access:
+49 89 547 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Use ZOPA and BATNA to get negotiations off to the best start
• Systematically consolidate your position of power
• Build sustainable business relationships
• Correctly present offers
• Argue the benefits in a structured manner
• Reliably conclude negotiations

Target Group

Employees who conduct negotiations with customers, partners and suppliers

Methods

Professional moderation, videos, overviews, study questions, interactive tasks, transfer tasks, tips, checklists, key messages, final test

Course Duration

Approximately 70 minutes, not including the transfer tasks, divided into 8 individual chapters that can also be used as microlearnings. Video playing time per chapter between 3 and 7 minutes

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Respond to unfair attacks

• Negotiate in a solution-oriented manner, based on the Harvard Concept

• Bring stalled negotiations back on track

• Recognize, and put an end to, bargaining games

• Work on a factual level, even in difficult situations

Target Group
Employees who conduct negotiations with customers, partners and suppliers

Methods
Professional moderation, videos, overviews, study questions, interactive tasks, transfer tasks, tips, checklists, key messages, final test

Course Duration
Approximately 60 minutes, not including the transfer tasks, divided into 6 individual chapters that can also be used as microlearnings. Video playing time per chapter between 3 and 7 minutes

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives
• To be able to give constructive feedback
• To learn to accept feedback from colleagues
• To comprehend feedback rules on the giving and the receiving end
• To know and be able to use peer feedback
• To be able to ask for and implement personal feedback

Target Group
Employees of all hierarchies who work in a team

Methods
Multimedia e-learning based on video lectures, dramatizations in feature film scenes, explanatory films, professional presentation, exercises, transfer tasks and final test

Course Duration
Approximately 50 minutes, not including the transfer tasks, divided into five individual chapters that can also be used as microlearnings. Video playing time per chapter between 3 and 7 minutes

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Know the relevance of good meetings
• Develop moderation skills
• Know meeting forms
• Know the meeting phases
• Prepare meetings optimally
• Conduct meetings optimally
• Follow up meetings optimally

Target Group

(Junior) managers and members of self-organized teams and projects, employees in partially self-organized projects, assistants

Methods

Multimedia e-learning with video sequences, professional learning moderation, explainer videos, acting scenes, study questions and transfer tasks

Course Duration

Approx. 45 minutes, not including transfer tasks

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• To understand the advantages and disadvantages of virtual meetings
• To understand the specific challenges of virtual meetings
• To prepare, plan and manage virtual meetings well
• To learn the rules of verbal communication in virtual meetings
• To use methods for visualization and interactive design

Target Group

Members of cross-location and virtual teams, employees who attend and/or moderate virtual meetings

Methods

Multimedia e-learning with dramatizations, professional presentation, explanatory films, exercises, transfer tasks

Course Duration

Approximately 30 minutes

Contact for a free trial access:

+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Understanding the basics of time management
• Setting targets and deriving tasks from these
• Setting clear priorities
• Making batching more effective
• Benefiting from the advantages of timeboxing
• Using the Pomodoro method to focus on your work

Target Group

Employees and teams who work in a self-organized manner and/or have difficulties in time management, managers who need new methods of time management, junior employees who are new to leadership roles

Methods

Professional moderation, training videos, explanatory films, overviews, checklists, templates, study questions, transfer task, key messages, final test

Course Duration

Approximately 50 minutes

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives
• Presenting professionally in a business-related context
• Defining the key message
• Preparing information in an excellent way
• Tailoring to the target group
• Addressing different types of people in the audience
• Knowing how to visualize effectively
• Knowing how to react in challenging situations

Target Group
Everyone who wants to learn the basics of a professional and effective presentation in front of their team members, supervisors or in other corporate contexts.
Experienced managers who want to refresh their presentation skills.

Methods
Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration
10 chapters that can be taken individually, approx. 85 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Obtaining professional briefings and ensuring that you understand what the client wants
• Analysing the intended participants based on key factors
• Being able to make the goals of the training course understandable
• Knowing and using methods and techniques for compiling the content
• Keeping an eye on the organisational demands and compiling professional seminar documents

Target Group

Specialists who want to pass on their know-how to employees and colleagues
Trainees who want to be more involved in course design

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, final test

Course Duration

7 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Being able to integrate and activate participants with the right methods from the very start of the training course
• Knowing and applying methods that go beyond the customary presentation
• Being able to animate the participants to collaborate creatively
• Being able to apply methods for consolidating lessons learned

Target Group

Specialists who want to pass on their know-how to employees and colleagues
People who will be working as internal trainers in the future
Experienced trainers looking to refresh their know-how

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, final test

Course Duration

4 chapters that can be taken individually, approx. 45 minutes plus exercises

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Knowing methods for staying cool in difficult situations

• Knowing how to deal with people who talk a lot, troublemakers, people who don't talk at all, criticisers and other challenging participant types

• Knowing the five training phases and being prepared for the various dynamics

• Mastering disturbances and conflicts in the group, from whispering to fighting

Target Group

Specialists who want to pass on their know-how to employees and colleagues
People who are moving into the field of internal training

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

3 chapters that can be taken individually, approx. 45 minutes plus exercises
Learning Objectives

• Knowing the special requirements for the implementation of online training courses, and to take these into account when planning and running sessions

• Preparing for online training sessions technically and in terms of content

• Systematically preparing the knowledge development of the seminar participants

• Clarifying the participants’ expectations, and creating opportunities for dialog

• To be able to engage in targeted interactions, so as to prevent participants from „switching off“

• Knowing the options for online group work

Target Group

Professionals who need to share their knowledge online with employees and colleagues; Trainers without online experience; Career changers in the field of continuing vocational training; Members of cross-locational and/or virtual teams; Employees who are in contact with online meetings and/or moderate them themselves

Methods

Videos lectures, consolidations, checklists, interactive exercises, transfer tasks, key messages, final exam

Course Duration

Approx. 60 minutes, not including transfer tasks

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives
• Making contact with potential customers
• Systematically expanding your customer network
• Quickly identifying potential customers
• Using research tools
• Working effectively and efficiently thanks to good preparation
• Using the elevator pitch as a method for customer acquisition
• Mastering the basic rules for the right appearance and behavior in front of customers

Target Group
Salespeople, field sales force, employees in sales, inside sales, key account managers

Methods
Moderation, training films, explanatory videos, interactive tasks, transfer tasks, test

Course Duration
Total learning time about 60 minutes plus transfer tasks. 5 chapters, also individually usable as microlearning. Average playing time of the videos: three to six minutes

Contact for a free trial access:
+49 89 5 47 27 84 10
kontakt@pinkuniversity.de
Learning Objectives

• Building relationships with other people in a targeted way
• Using small talk to establish good contact with others
• Recognizing non-verbal and verbal signals of approval and rejection
• Controlling your own body language
• Being responsive to other people

Target Group
Salespeople, field sales force, employees in sales, inside sales, key account managers

Methods
Professional moderation, videos, exercises, transfer tasks, deeper exploration, self-tests, key messages, final test

Course Duration
Total learning time about 45 minutes plus transfer tasks.
6 chapters, also individually usable as microlearning.
Average playing time of the videos: three to six minutes

Contact for a free trial access:
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kontakt@pinkuniversity.de
Learning Objectives

• Understanding why identifying needs is a fundamental step in the sales process

• Knowing how to determine the needs of your customer in a targeted manner

• Knowing the main question types and how to use them to determine requirements

• Developing an individual concept for the identification of requirements based on your practice

• Fully understanding the customer’s needs through active listening

Target Group

Salespeople, field sales force, employees in sales, inside sales, key account managers

Methods

Professional Moderation, videos, exercises, interactive tasks, transfer tasks, overviews, key messages, final test

Course Duration

Total learning time about 75 minutes plus transfer tasks. 5 chapters, also individually usable as microlearning. Average playing time of the videos: three to six minutes

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Learning Objectives

• Distinguish between product features and customer benefits
• Know and recognize the most important buying motives
• Master the "5 steps of benefit argumentation”
• Develop an individual benefit argumentation

Target Group
Salespeople, field sales force, employees in sales, inside sales, key account managers

Methods
Moderation, training films, explanatory videos, interactive tasks, transfer tasks, test

Course Duration
Total learning time about 45 minutes plus transfer tasks. Three chapters, also individually usable as microlearning. Average playing time of the videos: three to six minutes

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Learning objectives

• Decoding objections
• Developing reaction patterns for different objections
• Using the acknowledgement method confidently to refute objections
• Systematically recording and processing the objections that occur in everyday working life

Target Group
Salespeople, field sales force, employees in sales, inside sales, key account managers

Methoden
Moderation, training films, explanatory videos, interactive tasks, transfer tasks, test

Lerndauer
Total learning time about 45 minutes plus transfer tasks.
Three chapters, also individually usable as microlearning.
Average playing time of the videos: three to six minutes

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Learning objectives

• Identifying verbal and non-verbal buying signals
• Effectively closing deals
• Systematically applying the closing question as a method
• Flexibly approaching different types of customers

Target Group
Salespeople, field sales force, employees in sales, inside sales, key account managers

Methoden
Professional moderation, videos, exercises, interactive tasks, transfer tasks, practice game, immersion, key messages, final test

Lerndauer
Total learning time about 75 minutes plus transfer tasks. Three chapters, also individually usable as microlearning. Average playing time of the videos: three to six minutes

Contact for a free trial access:
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Learning Objectives

• Knowing your own potential
• Knowing the basic rules of self-motivation
• Using systematic endurance and muscle training
• Knowing the basics of healthy nutrition
• Using self-management methods
• Being able to prevent burnout
• Applying mental training

Target Group

Employees showing signs of stress and overload
Employees looking for methods to help them deal with stress

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

10 chapters that can be taken individually, approx. 135 minutes plus exercises

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Learning Objectives

• Knowing the connection between stress and burnout
• Compiling a personal stress profile
• Being able to discern between stress, stressors and stress reactions
• Reducing stressors and managing stress
• Recognizing and preventing burnout

Target Group

Employees showing signs of stress and overload
Employees looking for methods to help them deal with stress

Methods

Multimedia e-learning, dramatization of the subject matter in film scenes, building a knowledge base with explanatory films, consolidating lessons learned through exercises, building expertise with exercises, final test

Course Duration

8 chapters that can be taken individually, approx. 100 minutes plus exercises

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