

The Act Like An Agency (ActLikeAnAgency.com) program is a suite of tailored in-house or virtual training workshops packed with brain-stretching workouts that help communication professionals evolve from tacticians to strategic business partners in their organization.

Adrian Cropley, ABC and Cyrus Mavalwala, ABC teamed up in 2009, bringing together two diverse skill sets from opposite sides of the globe. As accredited business communicators, they know how to deliver value to their clients. And they train communication professionals around the world to do the same.



ACT LIKE AN AGENCY: BRANDING YOU & THE TEAM & SELLING IN YOUR IDEAS

Would your executives describe your communications team using the same words you do? Do you have the credibility to sell in all your ideas to the people that make the decisions?

You're so busy telling your organization's story, you may not have found time to strategically position yourself and your team to the people who matter most. The front half of this session gives you the tools to uncover and polish both your personal and your team's brands. Through reflection exercises and cross-examination, you'll learn how to re-set your personal and team brands to become more persuasive and influential with the C-suite.

The second half of this session is focused on how to influence people to achieve long-term, sustainable results. Based on the Sales Process for Communication Professionals Model, this session gives you the system, training and tools to turn selling into a systematic approach that consistently generates positive results.

By working through Act Like An Agency models and real-world scenarios, this brain-stretching workshop will change the way you sell an idea – whether it's inside or outside your organization. This approach presents a unique perspective on the pre-sale, sale and post-sale of a communication idea.

WHAT WE WILL COVER:

- › Understanding your unique personal brand and what this means to your audience using the Personal Brand Model
- › Using The Team Brand Model, explore the power of your team to add value to your organization
- › Exploring The Sales Process for Communication Professionals Model, learn to secure approval for your ideas
- › Uncovering your client's key pain points by taking a proper brief
- › Assessing how to successfully make the sale and match your ideas with business outcomes

DELIVERY:

Onsite

One day

or

Online

Two, 90-minute sessions

Learn how to Act Like An Agency within your organization to boost your career and improve your communications function. Call now to discuss your in-house or virtual training sessions with two global thought leaders.



Cyrus Mavalwala, ABC

Founding Partner
Advantis Communications
+1 (416) 848-1885
cyrus@advantiscomm.com



Adrian Cropley, ABC

Director
Cropley Communication
+61 (0) 414-323-973
adrian@cropleycomms.com