KOENIG SOLUTIONS · COURSE OUTLINE

Advanced Business English: Persuasion & Presentations

Learn to use advanced vocabulary, grammar and persuasive techniques to negotiate, present and write across cultures.

5 Days	5	28	20
DURATION	MODULES	TOPICS	HANDS-ON ACTIVITIES

COURSE OVERVIEW

This intensive five-day program is designed for professionals who already possess a good working knowledge of English and aims to elevate their communication skills for more complex and nuanced business interactions. It focuses on advanced vocabulary, sophisticated grammar structures, persuasive communication techniques, effective cross-cultural communication, and confident delivery in high-stakes situations.

WHO THIS COURSE IS FOR

Business Professionals | **Sales Executives** | **Marketing Professionals** | **Managers** | **Negotiators** | **International Business Teams**

LEARNING OBJECTIVES

Upon completion of this program, participants should be able to:

- Communicate with greater fluency, accuracy, and sophistication in a variety of business contexts
- Utilize a wider range of advanced business vocabulary and idiomatic expressions
- Apply complex grammatical structures with confidence and precision
- Develop persuasive communication strategies for negotiations and presentations
- Navigate cross-cultural communication challenges effectively
- Deliver impactful and engaging presentations to diverse audiences
- Participate confidently in complex business discussions and debates
- Write clear, concise, and persuasive business documents for various purposes
- Enhance their professional networking and relationship-building skills in English
- Understand and adapt to different communication styles in international business

TRAINING APPROACH

How the Course Is Taught

This program will employ an advanced communicative and task-based learning approach: In-depth discussions and analysis of authentic business case studies and scenarios. Advanced vocabulary building activities focusing on specific business functions and industries. Comprehensive review and application of complex English grammar structures and nuances. Role-playing and simulations of challenging business communication situations (e.g., negotiations, crisis communication). Analysis of effective persuasive language and rhetorical devices. Cross-cultural communication awareness activities and discussions. Preparation and delivery of advanced business presentations with detailed feedback. Collaborative projects and problem-solving tasks requiring sophisticated communication.

COURSE SYLLABUS

5 Modules, 28 Topics

DAY 1

01

4 Activities

Workshop 1: Mastering Advanced Business Vocabulary and Grammar

TOPICS

- Expanding vocabulary related to finance, marketing, operations, and strategy
- Understanding and using business idioms and collocations effectively
- Advanced grammatical structures for expressing nuance and complexity (e.g., conditionals, passive voice variations, relative clauses)
- Focus on accuracy and avoiding common grammatical errors at an advanced level
- Analyzing authentic business texts for vocabulary and grammar usage

DAY 2

02

4 Activities

Workshop 2: Persuasive Communication and Negotiation Skills

TOPICS

- Principles of persuasive communication in a business context
- Using rhetorical devices and persuasive language effectively
- Structuring persuasive arguments in presentations and written communication
- Advanced vocabulary and phrases for negotiation
- Strategies for effective negotiation, including handling objections and reaching agreements
- Analyzing persuasive business communication examples

DAY 3

03

4 Activities

Workshop 3: Delivering High-Impact Business Presentations

TOPICS

- Advanced techniques for structuring and delivering engaging presentations
- Using storytelling and visual aids for maximum impact
- Adapting presentation style to different audiences and cultural contexts
- Handling challenging questions and engaging in audience interaction
- Refining pronunciation, intonation, and body language for professional delivery
- Analyzing effective presentation styles

DAY 4

04

4 Activities

Workshop 4: Mastering Advanced Business Writing Skills

TOPICS

- Writing sophisticated business emails for various purposes (e.g., persuasion, negotiation, problem-solving)
- Developing clear, concise, and persuasive business reports and proposals
- Writing effective executive summaries and strategic documents
- Understanding nuances in tone and style for different business communication
- Editing and proofreading techniques for high-level business writing

DAY 5

05

4 Activities

Workshop 5: Cross-Cultural Communication and Professional Networking

TOPICS

- Understanding cultural dimensions and their impact on business communication
- Strategies for effective communication across different cultures
- Navigating cultural nuances in meetings, negotiations, and social interactions
- Advanced vocabulary and techniques for professional networking
- Building and maintaining professional relationships in English
- Understanding different communication styles and adapting accordingly

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
01	**Workshop 1: Mastering Advanced Business Vocabulary and Grammar**	■ **"Business Lexicon Challenge":** Advanced vocabulary quizzes and application exercises ■ **"Grammar in Context Analysis":** Identifying and analyzing complex grammatical structures in business articles ■ **"Idiom Interpretation and Usage":** Activities focused on understanding and using business idioms ■ **"Error Correction Workshop":** Identifying and correcting sophisticated grammatical errors in business writing samples
02	**Workshop 2: Persuasive Communication and Negotiation Skills**	■ **"Persuasion Power Play":** Role-playing scenarios requiring persuasive communication ■ **"Negotiation Simulation":** Engaging in complex business negotiation scenarios ■ **"Rhetorical Analysis":** Identifying and analyzing persuasive techniques in speeches and articles ■ **"Argument Construction Workshop":** Developing well-structured persuasive arguments
03	**Workshop 3: Delivering High-Impact Business Presentations**	■ **"Advanced Presentation Planning":** Participants develop and outline a complex business presentation ■ **"Presentation Delivery and Feedback":** Participants deliver presentations with detailed peer and instructor feedback ■ **"Audience Engagement Strategies":** Practicing techniques for interacting with and involving the audience ■ **"Cross-Cultural Presentation Considerations":** Discussing and adapting presentations for different cultural contexts
04	**Workshop 4: Mastering Advanced Business Writing Skills**	■ **"Advanced Email Composition":** Writing complex business emails in response to specific scenarios ■ **"Report and Proposal Writing Workshop":** Developing sections of a professional business report or proposal ■ **"Executive Summary Creation":** Practicing summarizing key information concisely and persuasively ■ **"Style and Tone Analysis":** Adapting written communication for different audiences and purposes

#	MODULE	ACTIVITY
05	**Workshop 5: Cross-Cultural Communication and Professional Networking**	■ **“Cross-Cultural Communication Case Studies”:** Analyzing and discussing communication challenges in international business ■ **“Networking Role-Play”:** Practicing advanced networking skills in simulated professional events ■ **“Cultural Sensitivity Scenarios”:** Developing strategies for navigating culturally sensitive situations ■ **“Professional Relationship Building”:** Discussing and practicing techniques for building rapport and maintaining connections

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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