



**Employees of «ARMBUSINESSBANK» CJSC took part in  
«Communication Skills» training conducted by German expert  
Ilona Gross**

**3-11 April 2017**















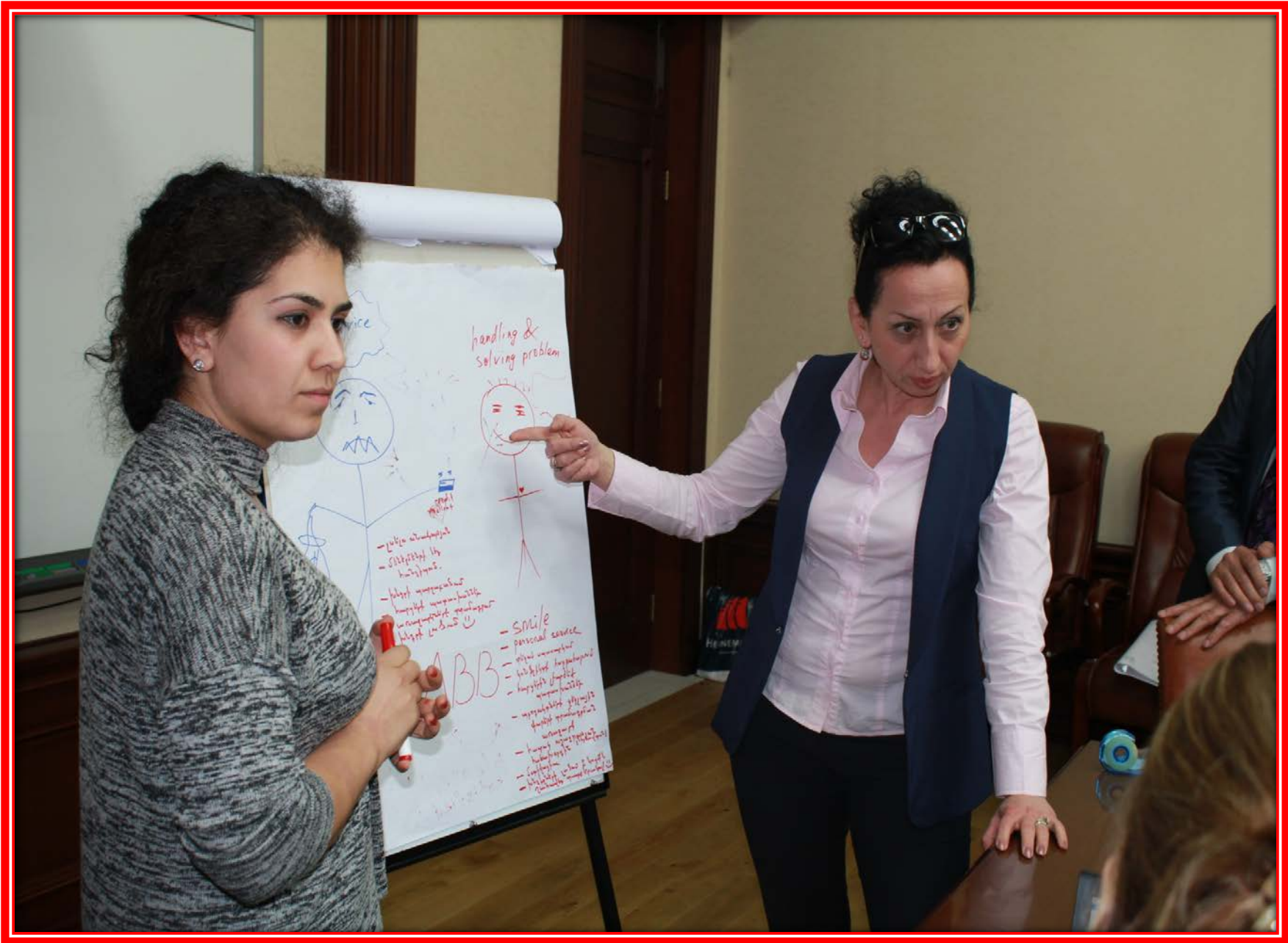






























SUBJECT TOPIC

SMALL TALK

Core message

Advantage - Value - Position - possibility  
My goal is...

CORE MESSAGE optional

CORE MESSAGE

APPEAL

55

3 Arguments:

- to set it on the end

-







Provocations  
& difficult questions  
(from the client / from the emp!)

- ① Client says: "The other bank has got much more better conditions"  
ABB-Consultant: e.g., "Maybe... but... the most important thing is the quality of the products"
- ② Employee says: "The salary level in another bank is higher"  
ABB-Employee: e.g., "We have high reputation and perspective. We have strong strategy and perspective. We have international relations. You don't have representatives or branches in our network for partnership"
- ③ Client says: "You don't have international relations. You don't have representatives or branches in our network for partnership"

2	YET. KOHTAKTA	✓
1	Pog. võrdluse	✓







Provocations  
& difficult questions  
(from the client / from the empl.)

- ① Client says: "The other bank has got much more better conditions"  
ABB-Consultant: e.g. "Maybe... but... the most important thing is the quality of the product"
- ② Employee says: "The salary level is higher in another bank"  
ABB-Employer: e.g. "We have high reputation"
- ③ Client says: "You don't have international relations"  
ABB: "We have wide-spread, strong correspondent network for partnership"

