

Preferred Training Networks

Presents

Clustering and Condensing Market/Client Information

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Learn how to break down masses of Market/Client information into an accurate overview of critical knowledge.

Program Outline

- Condense huge amounts of market/client information into an accurate overview
- Increase comprehension levels of information read at a glance
- Disseminate market/ information into a structure that you can comprehend at a glance
- Seeing the bigger picture and at the same time paying attention to the finer detail
- Set more persuasive arguments by having structured information
- Sum up a report in one page so that a review can be conducted very quickly instead of committing to a re read
- Knowledge is power and condensed structured knowledge is omnipotent

Build your Own In-House Program

This program can be conducted in your organisation with a group size of 5 – 10 participants

Let us know the type of reports and documents that you read or the typical client files that you keep and the trainer will cluster and condense these documents on the day of the training

Target Audience

Aimed at people who have volumes of information to read. Once read the information needs to be condensed to reduce the need to commit to a re read

Module 1

- Introducing the concept of clustering and condensing information
- Structuring market/client information which arrives from unstructured sources
- Using structure to plan work activities
- Condensing market/client information
- Developing a structured clustering approach
- Using effective words, phrases, symbols and images to show the structure of a topic
- Summarising and consolidating information from different sources to show the overall structure of your topic
- Solving problems by using creative pathways

Module 2

- Gaining clarity and perspective quickly
- Comprehending large amounts of market/client information with better clarity
- Communicating ideas and concepts easily to third parties
- Presenting information that shows the an overall summary of your subject
- Seeing the bigger picture and at the same time paying attention to the relevant details
- Reviewing a range of approaches to build structured notes
- Tips to remember names, faces, hobbies and other important information about clients that you occasionally “bump” into.
- Conclusion of Program

For more information on our training programs, please contact Preferred Training Networks

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