

## Be an Excellent English Champion!

### About your Seminar Leader



Richard Schatz is an American Business Consultant and an innovative Cross-Cultural Seminar Leader and Public Speaking Trainer. With over 24 years of experience living and working in Europe, he is an ardent student of human behaviour and communication. He continues his research, and expands his clientele network, by utilizing New Technology, high speed Internet and video web camera in perfecting his training techniques to serve professionals from all parts of the global community. His passion is his cross-cultural consulting and seminar training which he conducts in-company offices and at hotel conference facilities.

Born in 1953 in Dayton Ohio, Richard Schatz was a Dean's List graduate in 1975 from the University of Virginia with a BA degree in Political Science. In 1977, he moved to Paris, France, where he began his career in international business. From 1979 through 1981, he was French Director for Orange Bowl International Inc. of Miami, Florida, a company involved in retail printed sportswear with locations in Paris area shopping malls. In 1981, he purchased Orange Bowl International, renamed it "Rainbow" and established it as a French limited company (SARL). After selling Rainbow in 1988, he spent the next two years working with ABC-TV Sports' (American Broadcasting Company) on their telecommunications team reporting the premiere bicycle racing event, the "Tour de France", and serving as liaison with French Broadcasting units.

In 1990, Richard Schatz founded English Expression Courses (EEC), an English language training school based in Paris. Ever since that time, he and his team of cross-cultural teachers have been serving hundreds of business professionals working in all areas of the international community including Japanese journalists from the **Yomiuri, Asahi and Nishi Nippon shimbuns, Japanese engineers from HITACHI, French industrial managers at HENKEL and SODIAAL, amongst others.** EEC's services comprise seminars for groups featuring perfection of public speaking skills through: The Art of Negotiation, Product Presentation, Cross-Cultural Communication Training, Body and Meta Language, e-learning etc.

Choose from our **Champion Seminars:**  
**Gold, Silver and Bronze**



**Gold** - A two day (7 hours per day) Seminar either in company or outside company. Students receive premium service including their own personal DVD of their Presentation and/or Negotiation and free study materials. Our Champion Seminars include lunch and dinner in English with your Seminar Leader.

**Silver** - A one day (7 hours) Seminar in company or outside company with free study materials and a one time premium charge per student for their own personal DVD of their Presentation and/or Negotiation.

**Bronze** - A one day (5 hours) Seminar in company or outside company with free study materials and a one time premium charge per student for their own personal DVD of their Presentation and/or Negotiation.

### English Expression Courses

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## English Expression Courses

*Seminars in  
Negotiations &  
Presentations*

**Providing quality service to  
the Japanese Community  
in Europe since 1990**

## The Art of Presentation

The Art of Presentation concerns being able to effectively and influentially present in English a product or service in front of a group of people who will be susceptible to either buy your product or retain your services.

The success you will have depends on the manner in which you present your product or service and, during this course, we will look at the most critical steps for the success of your presentation. An Intermediate level minimum of English is needed to participate in these courses and a **minimum of 6 participants**.

### The Presentation

Steps to Success in Presentation:

#### Preparation

The Preparation of your Presentation is as important as the Presentation itself. If you haven't taken the time to prepare your Presentation, you will certainly have problems when actually presenting it.

In this part of the course, we will look at the methods of effectively preparing a strong and convincing Preparation.

#### Opening the Presentation

Did you know that there are several ways of opening a Presentation and that ability to capture your audience's attention quickly will determine if you are successful in selling your product or service. We'll be looking at the different ways that you can capture and hold your audience.

#### Effectiveness

How effective are you once you begin the Presentation? Are you going to have the right vocabulary and grammar in order to convince your audience? We'll help you to make all of your Presentations as effective and motivating as possible.

#### Facts and Figures

Can you really read a graph or chart and communicate the figures to your audience? After this course, you will be more confident in your ability to relate figures and facts.

#### Culture

We'll look at the role of Culture in how your audience responds to your Presentation.

#### Questioning

Today, are you really able to answer questions effectively concerning your Presentation?

#### Concluding

How are you going to conclude your Presentation so that your audience will stay interested later?

## The Art of Negotiation

A vital part of everyone's daily life is negotiation. We do it everywhere---at work, at home, while shopping. Whether we like it or not, we negotiate.

By improving personal skills and applying proven techniques and methodologies, anybody can be a negotiating champion.

An Intermediate level minimum of both spoken and written English and a **minimum of 6 participants** is required for the following courses:

### The Negotiation

Steps to Success in Negotiation

#### 1. Getting Past Go - Laying the Groundwork

What's going on? Why are you there? What are you thinking and assuming about them? What's going on in their minds about you? Issues vs. objectives. Skills required for success. What is the most and the least that can be achieved? Making a plan and checklist.

#### 2. Strategizing the Pros and Cons

Who's right and who's wrong? Why? Patience and tolerance. How do you know when you've accomplished your goals? How to withdraw. Knowing when opportunity is knocking. Changing your approach. Calculating chances and limitations. Connecting and disconnecting. Where do we go from here?

#### 3. Interpreting Body and Meta (hidden) Language

Understanding gestures, mannerisms, expressions, feelings. "Trigger" words. How to awaken and promote participation. Importance of the right environment - room, table and seating arrangements.

#### 4. Making Scores

Getting satisfaction and value recognition. Reversing win/lose positions. Creating a common ground.

#### 5. Negotiation Management by Listening and Q&A

Asking for what you want and conversing. How to handle anxiety and formulate most effective questions. What is the purpose of questions? How to utilize functional questions to finalize the process. Creating a question plan.

#### 6. Ways and Means to Creativity

How to role-play and brainstorm. Doing your research homework. Using video-conferencing and Negotiation software.

#### 7. Assess and Improve Expertise

What went wrong? What skills need perfecting? How to make your Negotiations' expertise appreciated and recognized.

**For further information concerning pricing please contact:**

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www.englishexpressioncourses.com

**Call us for a free estimate of your needs**

**Call 33 1 45 72 12 71**