

# Business Communication & Influence for Engineers

In partnership with the uOttawa Faculty of Engineering



In today's rapidly changing markets, every engineer or scientist, every member of a startup team, indeed **every** professional - needs to be ever closer to end users' **true needs**. Only by actively listening to what customers say they **want**; then consciously drawing out what they **need**; and finally verifying its true **value to them**, can any solution provider deliver what's required.

uOttawa's Engineering Sales School (uOESS) has delivered the personal development skills to drive these dialogues since 2009.

This can now be delivered as custom hybrid training to every business that has complex, demanding offerings to create and sell.

**Turn Selling into Buying** by creating the solutions and value propositions that customers truly want to buy.

With experienced commercial leaders - from real business and successful startups - on its staff, uOESS has trained 4,000+ students on more than 100 courses, projects, and programs in 50+ local and global enterprises.

Our innovative hybrid learning approach delivers powerful benefits - personal and commercial - through delivering new, highly effective business communications and influence skills.

## Hybrid Business Communication and Influence (BCI)

The Professional Development Institute (PDI) now partners with uOESS to deliver Business Communications and Influence (BCI) in a groundbreaking format. BCI's intensely practical tools, techniques and insights are now delivered as a **hybrid course**. This starts with a *self-paced online learning* that a professional can fit into their own busy schedule. *Development and application* is then done with a live tutor - in-person or online. This advanced approach allows us to develop and support business leadership, sales skills and product management effectiveness - for individual professionals or tailored for complete teams and entire companies.

### 3 BCI Modules

#### Connection Fundamentals

The **Foundation Module** focuses on the practical psychology and linguistics of human understanding, active conversational strategies and what motivates anyone to make a decision - to take action or to buy. Shared language can unite multiple business silos.

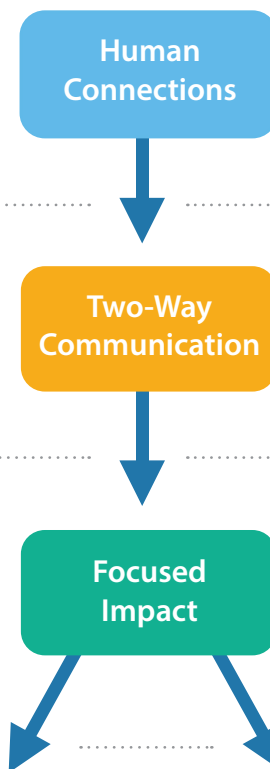
#### Discover and Develop Needs

The **Communication Module** delivers and then extends a new ability to prepare, execute and develop powerful meetings that draw out requirements and value - to then drive a viable, cost-effective solution. Its precision language leaves no outcome unexplored.

#### Driving Decisions and Actions

The **Influence Module** takes the "buyability" of these new solution insights to a powerful commercial level. Participants become skilled, practised experts in proposals, pricing and, best of all, online or in-person presentation and pitches that are truly influential.

### The BCI Journeys



Participants take BCI skills and insights in many varied directions:

PRODUCT AND SERVICE DESIGN:  
Cost Effective, Error-Free

TECHNOLOGY MARKETING:  
Strategy and Operations

STARTUP LEADERSHIP:  
Technical or Commercial

TECHNICAL CONSULTING:  
Solutions for Customers

ALES/PRESALES SUPPORT:  
Engineering and Customers

TARGETED SALES:  
Direct, Inside, Channels

PRODUCT MANAGEMENT:  
Initial Design, Lifecycle Analysis, End-of-Life Options

### 4 ways to consume modules:

- 1) Separately to solve a specific problem
- 2) Certified Professional Development path
- 3) Within a tailored corporate training
- 4) uOttawa Sales Engineer Certification path

Sales, Design,  
Marketing, Product  
Management,  
Development and  
Consulting

Certified Sales  
Engineer or  
Technology  
Entrepreneur  
Tracks

## FOUNDATION MODULE

1.  
Course and Module Intro

### Human Essentials

1.A.  
The Universal Learning Cycle

1.B.  
Personal Representation  
Systems

### Motivate Decisions

1.C.  
Buying Drivers Intro & Basics

1.D.  
So WHAT? to TIRES

1.E.  
Takeaways that Motivate

### Guide Conversations

1.F.  
The Hierarchy of Ideas

1.G.  
Hierarchy Control  
Business Uses

### The Journey

1.H.  
**From Product to  
Buyable Offering**

### Change Minds

1.I.  
Communication Models of BCI

1.J.  
Introduction to (P)(Re)Frames

OUTCOME  
TUTORIALS

## COMMUNICATION MODULE

2.  
Communication Challenges

### So What's In It For Me?

2.A.  
Sit on the Other Side  
of the Table

2.B.  
Takeaway Analysis and  
Application Exercise

### Meaningful Impact

2.C.  
Changing Minds,  
Solving Problems

2.D.  
Rapport Theory,  
Use and Workout

### Draw out Hard Facts

2.E.  
Precision Questions Reprise

2.F.  
Precision Challenges  
➔ Precision Listening

### Develop True Needs

2.G.  
Needs Elicitation  
(GECKOS) Basics

2.H.  
Real Life Elicitation -  
The Influential Extras

2.I.  
Putting it All Together –  
The GECKOS Video Workout

OUTCOME  
TUTORIALS

## INFLUENCE MODULE

3.  
Influence Challenges

### Deliver Outcome Proof

3.A.  
Decision Strategies and  
Delivery Narratives

3.B.  
Where's the Money?  
ROI, CBA ➔ Value Narratives

### Personal Impact

3.C.  
State, Power & Preparation

3.D.  
BCI Hierarchy Pitch  
Use & Variants

### Proposals that Work

3.E.  
**ESPOSITAA  
Power & Influence**

### Present with Influence

3.F.  
TELLEM Presenting Foundation

3.G.  
TELLEM Live Realities  
and Practice

3.H.  
Online or Remote –  
Always Influential

OUTCOME  
TUTORIALS

Next step...



**ESS  
Masterclass**

Advanced Business Skills for  
Engineering Design, Sales & Marketing

**"I switched from 'leading edge technology' to 'this feature's value to you'"**

*Aroosh, Tech Entrepreneur*

**"Taught me to organise my thoughts much more effectively"**

*Julian, Product Marketing*

**"I wish I'd taken this 20 years ago when I started"**

*David, Software Engineer*

All uOESS courses are a joint venture between the  
uOttawa Professional Development Institute (PDI)  
and the uOttawa Faculty of Engineering.

Visit us at [PDInstitute.uOttawa.ca/BCI](https://pdinstitute.uottawa.ca/BCI)  
for application details, pricing, and purchase options.