INDUSTRY-SPECIFIC COACHING

Business English Coaching Programs

Five tailored 10-hour programs designed for Hospitality & Tourism, IT & Tech, Sales & Management professionals

🏨 Hospitality & Tourism

Customer excellence, destination branding & service recovery

💻 IT & Tech

Technical agility, project management & cross-functional communication

📈 Sales & Management

Persuasion, leadership & financial performance

👥 Human Resources (HR)

Recruitment, employee relations & workplace communication

🤝 Advanced Business Negotiations

Strategic deal-making, conflict resolution & closing techniques

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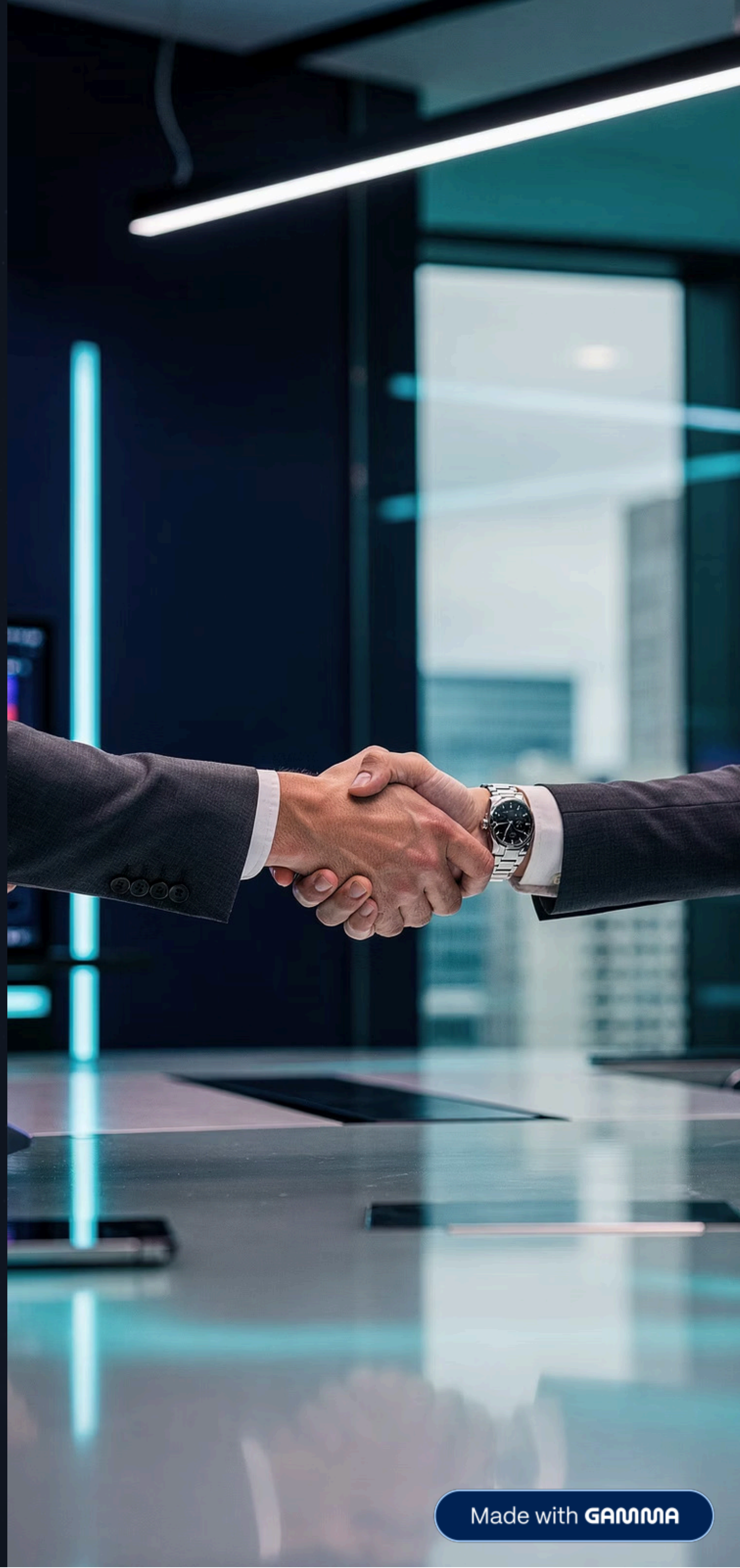
ALLIANCE INTERNATIONALE LANGUES

École de langue à Nice

Certifiée QUALIOPI, éligible au CPF, et basée à Nice pour accompagner vos objectifs linguistiques et professionnels.

https://www.allianceinternationalelangues.com/

AI Language Services
Alliance Internationale



PROGRAM STRUCTURE

How Each Program Works

Format

10 Hours Total • 5 Sessions of 2 Hours

Each coaching program is structured around 5 focused 2-hour sessions. Every session combines vocabulary building, real-world scenarios, role plays, and live case study practice.

Programs are available on-site, at our Nice centre, or fully online via Microsoft Teams.

Required Level

B1 and Above

These programs are designed for professionals with a solid foundation in English (minimum B1 level) who want to achieve fluency and confidence in their specific industry context.

Our goal: turn your language skills into a genuine strategic asset for your career.

Industry Vocabulary

- Sector-specific terminology
- Real professional language
- Contextual usage drills

Live Role Plays

- Real-work simulations
- Personalised feedback
- Targeted daily exercises

💡 Live Case Study

- Last 30 min of each session
- Use a real email or meeting
- Immediate workplace impact

PROGRAM 1

🏨 Business English for Hospitality & Tourism

Focus: Customer excellence, destination branding, and service recovery — 10 hours total (5 × 2-hour sessions)

Session 1: Guest Relations & First Impressions

Topics: High-end welcoming, property tours, and check-in protocols.

Vocabulary: Amenities, concierge services, tailor-made, guest journey, bespoke, high-season.

Session 2: Destination Promotion & Storytelling

Topics: Presenting itineraries, selling "experiences" over services, and local highlights.

Vocabulary: Breathtaking, off-the-beaten-path, landmarks, heritage, cultural immersion, sustainable tourism.

Session 3: Handling Complaints & Service Recovery

Topics: Managing dissatisfied guests, offering compensation, and turning bad reviews around.

Vocabulary: Under-delivered, overbooked, refund, gesture of goodwill, rectify, troubleshooting.

Session 4: Operations & Vendor Negotiations

Topics: Coordinating with tour operators, catering, and transport providers.

Vocabulary: All-inclusive, commission-based, allotment, occupancy rate, lead time, markup.

Session 5: Trends & Seasonal Planning

Topics: Market analysis, peak vs. low season strategies, and digital presence.

Vocabulary: Early-bird, yield management, niche market, eco-friendly, low-season, guest loyalty.

💡 **Training Tip:** Dedicate the last 30 minutes of each session to a Live Case Study — simulate a real scenario from your current work week (e.g., a guest complaint email or an upcoming check-in briefing).

PROGRAM 2

💻 Business English for IT & Tech

Focus: Technical agility, project management, and cross-functional communication — 10 hours total (5 × 2-hour sessions)

Session 1: Explaining Technical Concepts

Topics: Describing architecture, tech stacks, and translating "Dev" to "Business."

Vocabulary: Scalable, front-end/back-end, legacy system, stack, user-friendly, framework.

Session 2: Agile Methodology & Daily Stand-ups

Topics: Sprint planning, reporting progress, and identifying "blockers."

Vocabulary: Backlog, sprint, roadblock, iterative, deployment, velocity, stakeholder.

Session 3: Troubleshooting & Crisis Management

Topics: Incident reports, explaining bugs, and communicating system downtime.

Vocabulary: Glitch, uptime, data breach, patch, workaround, critical failure, latency.

Session 4: Security & Compliance

Topics: Discussing data privacy, cloud security, and industry standards.

Vocabulary: Encryption, firewall, GDPR, phishing, two-factor authentication, vulnerability.

Session 5: The Future of Tech & Innovation

Topics: AI integration, automation, and presenting a technical roadmap.

Vocabulary: Cutting-edge, machine learning, proof of concept (PoC), automation, disruptive, roadmap.

💡 **Training Tip:** Dedicate the last 30 minutes of each session to a Live Case Study — simulate a real scenario from your current work week (e.g., a real incident report you need to file or an upcoming sprint review presentation).

PROGRAM 3

📈 Business English for Sales & Management

Focus: Persuasion, leadership, and financial performance — 10 hours total (5 × 2-hour sessions)

Session 1: The Power Pitch & Value Proposition

Topics: Hooking a client, presenting the USP (Unique Selling Proposition), and closing the "intro."

Vocabulary: Value-added, pain points, competitive edge, ROI, pitch deck, buy-in.

Session 2: Leadership & Team Management

Topics: Giving constructive feedback, delegating, and setting OKRs.

Vocabulary: Empowerment, accountability, KPI, performance review, direct report, appraisal.

Session 3: High-Stakes Negotiation

Topics: Pricing objections, contract terms, and finding common ground.

Vocabulary: Leverage, non-negotiable, bottom line, trade-off, mutual agreement, closing ratio.

Session 4: Financial Literacy & Reporting

Topics: Presenting quarterly results, margins, and budget forecasts.

Vocabulary: Revenue, profit margin, overheads, fiscal year, growth driver, break-even point.

Session 5: Strategy & Business Development

Topics: Scaling the business, SWOT analysis, and market expansion.

Vocabulary: Mergers and acquisitions (M&A), market share, benchmark, long-term vision, scalability.

💡 **Training Tip:** Dedicate the last 30 minutes of each session to a Live Case Study — simulate a real scenario from your current work week (e.g., a real pitch you need to deliver or a negotiation you have coming up).

PROGRAM 4

👥 Business English for Human Resources (HR)

Focus: Talent acquisition, employee engagement, and conflict resolution — 10 hours total (5 × 2-hour sessions)

Session 1: Recruitment & Talent Acquisition

Topics: Job descriptions, interviewing techniques, and candidate screening.

Vocabulary: Headhunting, core competencies, shortlist, job fit, background check, onboarding.

Session 2: Performance Management & Appraisal

Topics: Giving constructive feedback, setting growth objectives, and handling underperformance.

Vocabulary: Key Performance Indicators (KPIs), 360-degree feedback, incentives, disciplinary action, professional development.

Session 3: Employee Relations & Internal Culture

Topics: Fostering diversity and inclusion (D&I), corporate social responsibility, and team building.

Vocabulary: Retention rate, workplace wellness, advocacy, mediation, inclusive environment, staff turnover.

Session 4: Compensation, Benefits & Compliance

Topics: Discussing payroll, fringe benefits, and labor law compliance.

Vocabulary: Severance package, perks, payroll, social security, non-disclosure agreement (NDA), grievance.

Session 5: Change Management & Offboarding

Topics: Managing layoffs, exit interviews, and structural reorganizations.

Vocabulary: Restructuring, redundancy, outplacement, transition, streamlining, organizational chart.

💡 **Training Tip:** Dedicate the last 30 minutes of each session to a Live Case Study — simulate a real scenario from your current work week (e.g., a real recruitment challenge you're facing or an upcoming performance review).

PROGRAM 5

🤝 Advanced Business Negotiations

Focus: Persuasion techniques, contract finalization, and strategic concessions — 10 hours total (5 × 2-hour sessions)

Session 1: Preparation & Setting the Stage

Topics: Researching the counterparty, defining the BATNA (Best Alternative to a Negotiated Agreement).

Vocabulary: Walk-away point, leverage, rapport-building, agenda, stakeholders, non-negotiables.

Session 2: The Art of Persuasion & Opening Offers

Topics: Making the first move (anchoring), framing your value, and reading non-verbal cues.

Vocabulary: Anchor, persuasive, pitch, value-based pricing, transparency, assertive.

Session 3: Managing Objections & Deadlocks

Topics: How to handle "no," breaking a stalemate, and reframing obstacles.

Vocabulary: Counter-offer, bottleneck, impasse, concession, trade-off, mutually beneficial.

Session 4: Closing the Deal & Formalizing Agreements

Topics: Sealing the commitment, summarizing verbal agreements, and drafting the heads of terms.

Vocabulary: Finalize, verbal commitment, term sheet, legally binding, sign-off, consensus.

Session 5: International & Cross-Cultural Negotiation

Topics: Understanding cultural nuances in business etiquette and differing negotiation styles.

Vocabulary: Etiquette, cultural sensitivity, direct vs. indirect communication, power distance, protocol.

💡 **Training Tip:** Dedicate the last 30 minutes of each session to a Live Case Study — simulate a real scenario from your current work week (e.g., a real negotiation you're preparing for or a contract you need to finalize).

60 ANS D'EXPÉRIENCE

Vos Formateurs Experts

Anthony BELGHITI

Expert en formation linguistique avec une expertise approfondie du monde des affaires international. Franco-américain natif, Anthony apporte une perspective biculturelle unique qui enrichit chaque session de formation.

Son approche pragmatique et dynamique vous permet d'acquérir rapidement les compétences essentielles pour briller dans vos échanges professionnels en anglais.

Martin FRAME

Spécialiste de l'art oratoire et de la communication d'entreprise, Martin combine rigueur pédagogique et expérience terrain pour des résultats concrets et mesurables.

Franco-américain natif, il maîtrise parfaitement les subtilités culturelles et linguistiques qui font la différence dans les échanges professionnels de haut niveau.

60

Années d'expérience

Combinées entre nos deux formateurs experts

100%

Natifs bilingues

Franco-américains pour une immersion authentique

3

Programmes sectoriels

Hospitality, IT & Tech, Sales & Management

CERTIFIÉ QUALIOPI ÉLIGIBLE CPF

Modalités de Formation Flexibles

Nous adaptons chaque programme à vos contraintes professionnelles et sectorielles pour garantir votre réussite sans perturber votre activité. Choisissez la formule qui vous convient le mieux.

Formation On-Site

Nous venons directement dans vos locaux pour former vos équipes. Cette option permet de minimiser les déplacements et de créer une dynamique de groupe au sein de votre entreprise.

Idéal pour les formations en groupe, avec du matériel pédagogique professionnel que nous apportons.

Notre Centre à Nice

Rejoignez-nous dans notre centre de formation moderne et équipé, situé à Nice. Un environnement propice à l'apprentissage avec toutes les ressources nécessaires à votre disposition.

www.allianceinternationalelangues.com

Formation en Ligne

Optez pour la flexibilité totale avec nos sessions via Microsoft Teams. Même qualité d'enseignement, même interactivité, depuis n'importe où.

Horaires adaptables selon votre agenda professionnel pour une formation sans contrainte.

Financement CPF Simplifié

Notre formation est **certifiée QUALIOPI** et entièrement **éligible au CPF** (Compte Personnel de Formation). Vous pouvez utiliser vos droits acquis pour financer cette formation sans débourser un euro.

Nous vous accompagnons dans toutes les démarches administratives pour un processus simple et rapide.

Garantie d'Efficacité

Notre méthode sectorielle a fait ses preuves auprès de centaines de professionnels. L'**IMPACT** de notre formation se mesure dès la première session : amélioration notable de la fluidité, confiance accrue dans les échanges professionnels.

Investissez 10 heures pour transformer durablement votre communication en anglais des affaires dans votre secteur.

Inscrivez-vous maintenant

Contactez Alliance International