

Speak to Americans like an American

Perfect your accent in just 8 weeks

In the world of international business, your voice has just one chance to be heard. Within that window of opportunity, you have to gain the respect of your partners and customers. And make a lasting impression.

To win, you need the perfect accent. Allow us to perfect it for you.





Is American Accent Training for you?

Answer these 10 questions to determine if you can benefit from accent and voice training.

1. Does your work require you to interact with English-speaking colleagues, customers or other stakeholders?
2. Do you have a reasonably good command over written and spoken English, but lack the confidence to converse with Americans over the phone or in person?
3. Do you hesitate to converse in English because your accent makes you uncomfortable?
4. Does your work leave you with little time to attend regular classroom sessions?
5. Have you attempted to train your accent by following American broadcasts, music and movies?
6. Have you taken a course to correct your spoken English but felt dissatisfied with your accent?
7. Would you be embarrassed if your friends or colleagues knew that you were attending classes to improve your accent?
8. Do you aspire to pursue higher education at a British or American university?
9. Do you feel that speaking English confidently will help you pursue the opportunities that you deserve?
10. Do you think a personal accent trainer could help change your life?

If you answered yes to at least five questions, you certainly need help with accent training. Alaap has the answer to your problems. Alaap's courses are highly customized and deliver satisfying results.

To learn more, visit us at www.alaap.biz





Intensive. Effective. Highly Customized. Learn to speak with pride and panache.

Imagine a course where highly specialized trainers devote individual attention to participants, shaping and perfecting their accent using a scientific, systematic and highly personalized approach. On completing the course, they can converse with Americans in an accent so clear and authentic that they might be mistaken for Americans!

Now, imagine the productivity that your staff can deliver if they were to undergo such an intensive and result-oriented training. Imagine how satisfied your customers would be. Above everything, imagine the profitability it would bring to your business.

It's time to stop imagining and make up your mind, because that course is now within your reach.

Alaap's customized voice and accent training courses are tailor-made for those who have a fundamental command over English speech and grammar. Alaap works with competent, internationally acclaimed accent trainers based in India. No other school perfects accents to such an advanced degree while devoting focused individual attention to correcting specific weaknesses.

Alaap's courses can be customized to suit individual requirements and the Internet-based format is designed for maximum convenience. Your staff can take our courses in the convenience of their homes, without sacrificing productive working hours. Further, the courses are designed to offer complete privacy and enable participants to enjoy the benefits of one-on-one interactions with our trainers.

At the end of 8 weeks, we assure you of one guaranteed outcome: You will be able to speak to Americans with pride and confidence.



Alaap Assessment Test (AAT)



Eligibility : *Open to all participants with a fundamental grasp of English speech and grammar*

Duration : *Typically, the test takes about 30 minutes to complete*

Schedule : *At your convenience*

Price : **Japanese ¥ 3,900**

The first step to transforming your accent, AAT is a short, simple evaluation of accent proficiency that you can take conveniently over the Internet.

The test has three phases:

- a) Voice recording: The first part of the test requires you to speak 88 simple English words. Your voice will be recorded and saved to an audio file to be analyzed by our experts.
- b) Passage Reading: You would be required to read aloud and record a short passage containing the 44 sounds of the English phonetic alphabet that helps measure your fluency and sentence stress patterns.
- c) Extempore Speech Recording: You are required to speak, continuously and without preparation, for 3 to 5 minutes on a subject of your choice. You are then required to record and upload the audio recording.

All three phases of the test are recorded into digital audio files, which are subjected to stringent scrutiny and analysis by our highly qualified accent experts. A rating score is applied and the test results are emailed to you along with the evaluator's comments.

AAT assesses your accent in relation to American standards. Because it is so comprehensive, AAT can be an important tool for human resource managers, team leaders and executive decision-makers to identify current

communication challenges or supplement existing recruitment tests. AAT may even be introduced as a periodic appraisal of accent proficiency for your staff.

Completing AAT successfully is a prerequisite to enroll for other specialized Alaap courses. Participants may attempt AAT any number of times and each attempt qualifies as a separate session. As the test is conducted online, you enjoy the flexibility of scheduling sessions at your convenience.

For more information, visit www.alaap.biz





Alaap Basic Course (ABC)

Eligibility : *To subscribe to ABC, you must have attempted AAT at a prior time and attained the minimum required score.*

Duration : *15 one-hour modules conducted twice a week*

Schedule : *7 weeks. Timing of individual sessions is flexible*

Price : **Japanese ¥ 58,000** (for India based trainers, or by India based master trainers)

Price : **Japanese ¥ 140,000** (for UK or US based trainers)

Alaap's most comprehensive accent training courses, ABC comprises 15 modules of intensive, personalized interactions conducted over the Internet.

The first part of ABC focuses on mastering the American accent across the 44 sounds of the English phonetic alphabet. Subsequent classes are devoted to reviewing and addressing specific weaknesses identified by our experts in your AAT. We pay special attention to pace, flow and intonation and set aside sessions to polish your fluency and diction. Once you complete the course, we conduct a stringent review and assessment of your progress, measure your accent proficiency, and award a score.

ABC is highly customized in a way that no textbook or classroom session can achieve. Our trainers spend quality individual time with the participants to address minute

accent flaws. As the course is conducted over the Internet, participants are assured of privacy and convenience to enable them to concentrate better. Further, our trainers take every effort to make you feel completely at ease and encourage you to make the best use of their expertise. Additional audio recordings will be made available, should you wish to refresh the speaking practice in future.

Team leaders and executive decision-makers will doubtless agree that a workforce highly skilled in the American accent can be a powerful asset to any business. The highly personalized and flexible format of the course allows participants to take the course conveniently at home, without interfering with their daily schedule or affecting their productivity at work.

To learn how ABC can benefit you,
please visit our website www.alaap.biz





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Our **accent** is on winning™

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