

EFFECTIVE PERSUASION & INFLUENCING SKILLS



Decide with Confidence

This course seeks to bring forth the importance of having this set of effective persuasion and influencing skills as well as inculcating the value of integrity. Incorporating the Neuro-Linguistic Programming (NLP) techniques, the participants will definitely find this dynamic and interactive course a refreshing and fulfilling experience.

Course Contents

- Your Mindset for Influence and Persuasion
- Personal Beliefs and Values
- Awareness of Personal and External Situation
- Your Influencing Styles and Success
- Perspectives of Creating Impactful Influences
- Understanding the Bases of Influence
- Personality Types and Persuasion
- Sensory Systems and Sensory Acuity Development
- The NLP Communication Model and Influence
- Designing Your Outcome and Working Towards success
- Understanding Communication patterns and Internal Systems of Others
- Voice Projection for Deep Persuasion
- Choice of Words to Influence People
- Persuasive Body Language
- Rapport Building and Maintaining The Rapport
- Basic Anchoring for Improved Persuasion
- The Magical Language of Persuasion
- The Internal Process of Quick Thinking
- Strategies for Quick Thinking
- Speaking Under Fire to Persuade
- Handling Objections During Persuasion
- Predicting and Handling Questions and Answers
- Gathering Information for Added Advantage
- Creating Better Inter-Dependence of work
- Winning the Trust and Confidence of Others

Methodology

The Trainer includes role play sessions and other experiential activities to make learning effective and applicable. Dynamic presentation techniques would be employed to make the session interesting. Group discussions and feedback would be carried out to maximize the participants' learning abilities.

Trainer's Profile – Mr. Wekie Tay BA, DTM NLP Trainer (USA), NLP Master Prac, Design Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.), American Management Association Certified Trainer

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, work-life balance, motivation and life passion, confidence building, belief empowerment and more.

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Trade with Confidence

Date: 25 & 26 November 2009, 9am – 5pm
Venue: Training Choice, Fortune Centre
Fee: [] S\$650 for D&B Subscriber [] S\$730 for Non-subscriber
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 23 October to receive a 10% off regular fee
Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

Fax the completed registration form to 6778 3853

Participant(s) Information

Name 1: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 2: _____ **Job Title:** _____
Email: _____ **(DID):** _____
Name 3: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Company's Information

Name of Company: _____
Address: _____ **(Postal Code)** _____
Telephone: _____ **Fax:** _____
Liaison Officer: _____ **Job Title:** _____
Email: _____ **(DID):** _____

Payment Information

[] D&B subscription units (Account no: _____)
[] * Cheque. Please made payable to: **Dun & Bradstreet (Singapore) Pte Ltd**
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Card no: _____ **Expiry date:** _____
Signature: _____ (*GST applies for cheque & credit card payment)

Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
4. D&B reserves the right to change venue due to unforeseen circumstances