

Persuasive Communication

By Bryan Martin



Decide with Confidence

INTRODUCTION

Have you ever felt that you lack the skills to communicate with persuasiveness and influence? Would you like to learn skills to become a more persuasive communicator and motivator? Effective communicators have the ability to adapt and adjust their communication styles to suit the type of people that they interact with. The ability to be an adaptable communicator usually brings much success in your everyday people interactions.

This workshop aims to help participants discover and enhance their communication techniques by learning to become more adaptable. Participants will be brought through a journey to discover their own unique communication style. They will also be equipped with skills and techniques to start them on the journey to becoming a persuasive and dynamic communicator.

LEARNING OBJECTIVES

On completing this program, participants will:

- ✓ Discover their unique communication style and approach
- ✓ Overcome personal roadblocks
- ✓ Learn persuasive techniques for better communication
- ✓ Understand the different approaches to influence, motivate and communicate with different types of personalities
- ✓ Learn how to adapt their communication style to effect best results
- ✓ Understanding personality parameters when negotiating conflict

COURSE OUTLINE

INTRODUCTION

- Introduction to the DISC
- Understanding different styles of communication through the DISC
- Discovering your own unique communication style
- Overcoming communication roadblocks
- Appreciating diversity in communication

STRATEGIES FOR PERSUASIVE COMMUNICATION

- Understanding self perceptions and others' perceptions of you
- Using the DISC to identify people's push and pull buttons
- Customising your communication approach to interact with specific personality types
- How to motivate and influence others
- Controlling and conquering feelings
- Understanding personality parameters when negotiating conflict
- Communicating effectively and managing difficult / conflict situations : Being persuasive at meetings and informal situations

MOVING FORWARD

- Application of learning
- Tracking your own strengths and weaknesses for improvement
- Personal action plans

METHODOLOGY

Highly participative and interactive consisting of discussions, case studies, practical work, critique sessions and small group work.

For Whom: For people who want to become more adaptable communicators and use this skill to enhance their interpersonal communication at work and in their personal lives.

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ABOUT THE TRAINER – MR BRYAN MARTIN

Bryan Martin has a combined 20 years of experience in sales and customer relations in the transportation, shipping and logistics sectors. He spent 15 of those years in people management. During this tenure he managed key global accounts in the Asia Pacific region. His professional experience has given him valuable experience in the fields of people management, servicing customers and business strategy formulation. Bryan's has also been actively engaged in various capacities ranging from training of personnel, customer relationship management and knowledge management.

Bryan's professional expertise and experience and down-to-earth nature allows him to connect well with the participants he trains as he is able to ensure his sessions are kept relevant to the needs and expectations of his participants. Bryan has worked with participants from organizations both in the public and private sector in his capacity as a training consultant. These include companies such as the Housing & Development Board, Singtel among others.

His core areas of expertise in training and development include interpersonal skills, customer relations, teambuilding, personal effectiveness, public speaking and knowledge management. Bryan Martin is currently an associate consultant with regional training consultancy in Singapore.

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Date: 20 June 2012, 9am – 5pm

Venue: TBA

Fee: [] S\$530 (before GST) for D&B Subscriber [] S\$640 (before GST) for Non-subscriber
(Includes materials, refreshments and lunch)

EARLY BIRD – Fax in your registration before 2 Feb 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*
[] * VISA [] Mastercard [] Amex
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 (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. 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 cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.