

# PERSUASIVE SALES WRITING



Trade with Confidence

This course seeks to bring forth the importance of having this set of influencing writing skills as well as possessing the ability to create sales generating articles. Incorporating the various Neuro-Linguistic Programming (NLP) techniques, the participants will definitely find this dynamic and interactive course a fulfilling and powerful advantage.

## Course Contents

- The Selling and Buying Process
- Internal States of the Sales Process
- Avoiding Pitfalls of Ineffective Articles
- Creating Articles that Persuade
- How to Make People Read your Articles
- Generating Interests
- Targeting Your Right Audience
- The “Hook” and the “Carry”
- Sales Letter Formulas
- The Look and the Feel of Your Articles
- Getting Responses and Taking Action
- Understanding the Mental Strategies
- Having Compelling Organizations and Structures
- Multiple Language Patterns
- Persuasive Strategies in Sales Writing
- Getting Message across with Clarity, Impact and Power
- Subliminal Influence and Persuasion
- Designing Sales Writing Plans
- Closing the Sale: the How and When
- Editing and Proof-reading your Articles
- Winning the Competitors
- Making the Sale with your Articles
- More Pointers and Tips for Powerful Sales Writing
- Creating Outstanding Sales Articles

## 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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**Date:** 7 & 8 December 2009, 9am – 5pm  
**Venue:** Training Choice, Fortune Centre  
**Fee:** [ ] S\$634 for D&B Subscriber [ ] S\$714 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**  
[ ] \* 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. 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