

# PRESENTING FOR PROFITS



Decide with Confidence

This course focuses on preparing the participants to speak as well as present to increase profits with finesse. Incorporating various Neuro-Linguistic Programming (NLP) techniques, these dynamic and interactive courses therefore highlights the importance of effective public speaking and oral presentation with dynamic confidence. The participants will definitely enjoy these courses having an inspiring and fulfilling experience.

## Course Contents

- Why Organizations, Businesses and Staffs need to Presenting for Profits?
- What Leaders and Professionals must know about Presentation and Profits?
- Your Mind-Set during Presentation
- How to Prepare Your Speech that Generate Profits Effectively?
- How to Present into the Hearts of the People?
- Working on Presentation Mechanics towards Profitability and Sales
- Gearing the Purpose of Your Speech
- Creating Impact in Introductions
- Developing Lasting Conclusions
- Designing your Contents to Create Profits and Sales Results
- Organizing your Speech for Better Profit-Focus
- Effective Delivery Skills for Profits
- Voice Projection and Impact for Persuasion
- Choice of Words, Pronunciation and Grammar
- Professional Body Language and Appearance
- Using Linguistic Structure to Impact Profitability
- Understanding and Interacting with Audience
- Dealing with Questions and Objections
- Your Unique Style of Speaking for Profits
- Evaluation of Presentation Effectiveness
- Getting Useful Feedback and Improving
- Secrets and Tips of Great Presenters
- Winning the Trust and Confidence of People and the Public

## Methodology

Case studies, role play sessions and other experiential activities would be conducted to make learning more effective and real. The trainer will employ dynamic presentation techniques to make the session very interesting. Various opinions and perspectives will be given to probe the participants' "comfort zone" for enhanced understanding. Group discussions and feedback would also be given 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.

# PRESENTING FOR PROFITS



**Date:** 16 & 17 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