

# USING NLP FOR BUSINESS, SALES & NEGOTIATION



Decide with Confidence

This course enables understanding in the basics of NLP and the application of its fundamentals in business, sales and negotiation. The participants will find this dynamic and interactive course a refreshing and fulfilling experience.

## Course Contents

- How NLP Can Improve Business, Sales and Negotiations?
- History of Neuro Linguistic Programming
- Background and Foundation of NLP
- Fundamental NLP Presuppositions for Business, Sales and Negotiation
- The NLP Communication Model
- Change Model for Business
- Well-Formed Outcome, Goals and Direction
- Rapport Building and Enhancement for Business, Sales and Negotiations
- Verbal and Nonverbal Pacing and Leading
- Representational Systems: Sensory Predicates and Accessing Cues
- Creating the Business Advantage with NLP
- Understanding Sales and Negotiation Principles
- Association and Disassociation during Interactions
- Perceptual Positions for Improvement
- Eye Assessing Cues for Interaction
- Neurological levels for Business Alignment
- Changing Limited Beliefs
- Fundamental Anchoring for Resourceful States
- Powerful Emotional States: Mastering for Performance
- Reframing for Productivity
- Changing Resource States: From Problem to Solution
- Structure of Various Sales and Negotiation Language Patterns
- More Applications of NLP
- Circle of Excellence
- Creating Flexibility in Business, Sales and Negotiation
- Power up your Business with NLP

## Methodology

The Trainer employ powerful and dynamic presentations techniques that will increase knowledge, enhance learning, heighten motivation and awareness. Various NLP techniques and strategies would be utilized to unconsciously install and promote growth in learning. It includes role play sessions and other experiential activities to make learning more effective and real; group discussions and feedback 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:** 5 & 6 October 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 14 August 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: \_\_\_\_\_)  
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## 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