

PUBLIC - Persuasive Communication



EXPANDING YOUR INFLUENCE & THE POWER OF PERSUASION

19 – 20 Oct 2017 / 19 – 20 Dec 2017 * Seri Pacific Hotel KL

OVERVIEW - SUCCESSFUL PERSUASION AND INFLUENCE SKILLS ACHIEVE RESULTS

How can one person get someone to do something with ease, while it's an uphill battle for someone else?

Bringing about the reaction you want from others and expanding your influence require practice that go beyond the actual process of influencing and into the psychology of what truly prompts us to say yes or no.

This Persuasion and Influencing Skills workshop is a result-oriented, dynamic and participative experience where you master and practice specific influencing techniques and skills. You learn how to better plan for your influencing interactions as well as the dynamics for becoming more skilled in those interactions.

Some people seem to be particularly influential and persuasive - they appeared to be able to gain support and commitment far more easily than others. If you wish to communicate your ideas persuasively, to maintain strong, lasting professional relationships as well as to gain acceptance and commitment from others - the ability to influence positively and effectively is a skill that can be readily learnt and developed by anyone.

PEAK SUCCESS ABUNDANCE SDN BHD (1104937-T)

Unit 6, Tkt 3, Blok B, Pusat Perdagangan Taman Dagang,
Jalan Dagang Utama, 68000 Ampang, Selangor

Tel: 03-42703064 H/P: 012-6170560/016-5488336 Email: info@peaksuccessabundance.com

This workshop is structured to assist you to get other people to see things slightly differently or to get them to do something you need them to do. One of the key focus of the course is on the interpersonal and communication skills required to get other people to **want** to give you their support. It's a highly practical and interactive course which will enable you to be more confident in your ability to influence others.

It is also highly recommended for all personnel required to manage, to motivate or to influence their colleagues, customers or suppliers. You'll discover persuasion techniques that most people don't even know exist. Gain knowledge on building your influence by applying these techniques in your work - from managing, mentoring, negotiating, conversing, communicating, delegating, collaborating, teambuilding to writing and presentations. Learn to select the best strategy and tactic for any given situation and avoid being manipulated by others.

This course also arm you with the various tools needed so that you can be more flexible and effective when influencing others - by introducing you to the key elements of Neuro-Linguistic Programming (NLP).

LEARNING OUTCOMES - HOW YOU WILL BENEFIT

- ☞ Understand the psychological/subconscious triggers that influence a person's decision-making process, behaviors and reactions
- ☞ Master powerful and flexible influencing techniques that will win people to your way of thinking
- ☞ Develop specific skills to improve credibility to gain support and commitment from others.
- ☞ Communicate compellingly to different thinking styles, perspectives and multiple view points
- ☞ See the other point of view and understand group dynamics
- ☞ Change your thinking and language patterns by reorganizing your perceptions to more resourceful states
- ☞ Create and maintain genuine rapport for better persuading power
- ☞ Learn to respond positively and adapt your behavior to achieve a win-win situation when met with resistance
- ☞ Apply NLP techniques and tools to improve performance, resolve tension, overcome limitations and achieve higher levels of confidence
- ☞ Learn to make impactful briefings and presentations

WHO SHOULD ATTEND

ALL who are interested to develop effective and powerful influencing and persuasion skills under various work situations whether to understand people's map of the world, build trust and rapport, establish understanding and empathy, operate at a higher level of confidence, delegate effectively, obtain commitment and agreement, make impactful presentations, handle objections and resistance, etc

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COURSE OUTLINE FOR 2 DAYS

1. APPEALING TO HUMAN NATURE AND FULFILLING NEEDS

- Maps & models of world experience - view from the other side - what makes people tick, what others want
- Psychological/subconscious triggers that influence a person's decision process, behaviors, emotional needs and reactions
- Motivation strategies & information filtering programs (IF-programs)
- Positive Influencing Model - balancing emotions with logic
- Learn useful NLP concepts on internal vs external referencing, options vs procedures, big picture vs small details

Activity: Pickin' Up Those Vibes & Name The Norm

Exercise: A Perfect World

2. UNLOCKING A PERSON'S THINKING STYLE AND ENHANCED SENSORY AWARENESS

- The Big-3 Communication Channels
- Applying VAK sensory systems at work (visual, auditory, kinesthetic)
- VAK cues - recognizing verbal and non-verbal patterns of communication
- Spot the client's unconscious message - use the knowledge to learn what is not 'told' to you and 'read between the lines'
- Applying NLP concepts of Internal drivers, internal processes and internal states, external behavior to enhance persuasion
- Mapping out your blueprint of success

Practice Session: Sensory Acuity and Eye Movements

Video: Group Discussion of Key Learning Points

3. SETTING THE INFLUENCING SCENE - PLANNING, STYLES AND TACTICS

- Plan an approach by identifying your strengths, the goal, analyzing the situation and organizing thoughts effectively
- Clarifying outcomes & expressing in the language that the unconscious mind understand
- Push Skills: Expressing views, stating proposals & making requests
- Pull Skills: 3 level questioning, listening to understand & not to judge
- Self-fulfilling prophecy, expectations & results

Group Exercise: Creating A Plan To Influence

Activity on Influence and Persuasion: Creative Captivation, Mesmerize Me and Sensational Stories

4. DEVELOPING AND MAINTAINING RAPPORT THROUGH NLP

- Empathetic relationship - developing credibility and the Circle of Influence
- Master rapport-building skill of matching and mirroring physiology, voice and language
- Connecting with groups & audiences - what to notice in others

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- Leading conversations beyond objections or complaints
- Unraveling your higher intention of saying what you said.

Role Play: Matching & Mirroring

Activity: Selling Snow Plows To Hawaiians

5. DEVELOPING YOUR COMMUNICATION STYLES IN RESPECT TO THE LISTENER'S UNCONSCIOUS PATTERNS

- The NLP Communication Model: how our mind delete, distort & generalize information.
- Communication dynamics & style - overcoming misunderstandings and miscommunication
- Result oriented - defining outcomes for success and feedback obtained
- Bridge Building - active listening, empathy and responding skills
- How to be more assertive, without being aggressive
- The building blocks for agreement - to diffuse conflict & 'charged' situations & o move things forward

Communication Game: Krystal Klear

Listening Activity: Confucius Says...

Assertive Exercise: May the Force Be With You

6. SHAPING ONE'S PERCEPTIONS AND EXPANDING POINTS OF VIEW

- Assist others in changing perspective
- Master reframing technique - your content and context
- Multiple points of view - perspective & behavioral flexibility
- Attitude & involvement - changing your attitude can have a significant impact on how people respond to you
- Impact of first impressions on other people
- Select & apply the Law of Persuasion to any given situation

Activity: The Perceptual Position & Game of Empathy

Debriefing: Key Learning Points

7. MAKING EFFECTIVE & HIGH IMPACT PRESENTATIONS

- The art of clear, effective messages and a strong presentation structure
- Using personal brand to exert influence and enhance impact
- 30 Second Influencer - understanding and empathizing with your audience
- How to prepare with the RAP approach - what problems are you solving for your audience and what to leave out
- Knock 'em out - the secrets of delivering great presentations
- Predicting and handling questions and objections

Drama: Making The Stage

Presentation Activity: Power Play and Dynamic Impact

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8. CREATING A CALL TO ACTION & BRINGING IT ALL TOGETHER

- Elicitation and use of criteria (Hierarchy of Importance)
- Sources of power and how power is exercised
- Making it personal: dealing with things on a human level
- The science of persuasion - social proofing & reciprocity
- Ways to make people like you and to persuade people to your way of thinking
- Ways to change people without giving offence

Action Planning - Identifying continuing personal development needs and extending learning into the workplace.

COMPREHENSIVE MANUAL - We Go The Extra Mile!

A practical, easy to read yet thorough set of notes for the participants. The manual also include relevant checklists, workable templates, guidelines, work sheets plus step by step procedures of all the techniques, strategies & tools taught in this course. It is **content-rich** but **summarized** for easy reading & follow through. **This Is Rachel's Special Gift To The Participants As A Fantastic Takeaway After The Course.**

EXPERIENTIAL ACCELERATED TRAINING METHODOLOGY

To make the training effective & thought provoking yet lively & entertaining, the trainer utilizes a combination of various training methodologies including a combination of expert input plus practical sessions including:

- 👉 Expert Input, Instructions
- 👉 Comprehensive Notes, Workbook & Handouts
- 👉 Group Discussions, Presentations
- 👉 Group & Individual Exercises
- 👉 Video Clips, Brainstorming Sessions
- 👉 Practical Hands On Sessions
- 👉 Demonstrations, Role Play
- 👉 Relevant Games & Activities
- 👉 Creative Music, Visualization, Clearing Techniques
- 👉 NLP Tools

COURSE TRAINER

Rachel Khor - Creative, Dynamic, Inspiring, Charismatic, Versatile

- Certified Master Performance Coach (ICF Approved - International Coach Federation)
- From DC Psychology International and American Institute of Business Psychology
 - Certification in Colored Brain Communication
 - Certification in Human Drivers and Motivation
 - Certification in Dynamic Speaking
 - Certification in Curriculum Development

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- Certified Trainer in Emotional Quotient
- Certified Trainer PSMB (Ministry of Human Resources Malaysia)
- Certification in Neuro Linguistic Programming (NLP)
- Certification in Hypnotherapy from London College of Clinical Hypnosis (LCCH)
- Attended course on **Clinton Swaine's Experiential Training "Play To Win"**, Silva Life System in Mind Development & Stress Control. Also attended courses on Mind Mastery, Laws Of Attraction, Napoleon Hill's Principles Of Success, Emotion Through Sound & Movement, Breakthrough Program by Asiaworks, Communication by Landmark Forum, Money and You, Creativity, Problem Solving, Grooming and Etiquette, Accelerated Learning Techniques, Sales and Marketing, Digital Marketing, etc



With more than 16 years in corporate training, Rachel Khor is currently the **Principal Trainer** and **Chief Learning Strategist** with Peak Success Abundance Sdn Bhd as well as an experienced entrepreneur and businesswoman.



Rachel Khor is also a **Master Trainer** in Successful Selling Skills, Negotiate To Win, Influencing and Persuasion Skills, Creativity/Thinking Outside The Box, Problem Solving, Emotional Intelligence, Emotional Drivers, Change Management, Leadership, Communication, People Skills, Handling Difficult People, Peak Performance, Goal Setting, Positive Work Attitude, Success Tools, Colored Brain, Master Your Mind. She has also undertaken training, consultancy and facilitation projects with various companies, both private and public sectors. She is a sought after Learning and Development Strategist, People Developer, Trainer, Coach and Mentor.

She has conducted **SUCCESSFUL SELLING SKILLS (CREATING SALES WARRIORS) & NEGOTIATION** courses both as public seminars and as in house workshops. Her in house clients include: **Export Academy Malaysia, HSBC Bank, MIMOS, Ambank Assurance, Merck, White Horse Ceramic, KKIP (Sabah), YLI Industry, Petronas Dagangan, Munchys, Subang Medical Centre, Yeo Hiap Seng, Selangor Dredging, Worldwide Holdings, Eastin Hotel, Kenzen, Naza, UEM, etc**

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Her training and coaching incorporate effective evaluation methods, powerful techniques of varied disciplines & practical tools for all her learning solutions. **Driven by a passion for delivering awesomeness**, she ensures she execute cutting edge learning technologies, share highly relevant knowledge, provide critical and up to date information, deliver time tested methodologies & conduct interactive sessions - all are formulated to achieve results like never before.

Her **determination** and **speed in producing training solutions** is one of the key reasons our clients keep coming back to her. Her research, knowledge and experience made Rachel Khor in the front line within her profession. She loves people development - during her high impact training sessions she is dynamic, dedicated and results driven. **She utilizes Accelerated Training methodologies to inspire change & fast results.**

She trains with her personal brand of positivity, charisma, creativity and focus which greatly motivates her participants to achieve greater heights of achievement & accomplishment. Participants have described her sessions as inspiring, thought provoking, energetic, highly interactive and easy to understand.

During her sessions, her ability to be **neutral, non-judgmental, supporting the group** and **upholding its wisdom has allowed her to effectively extract participation in a magical way.** She has presented papers in various national events, seminars including speaking at PSMB Forum & CEO Forum and was rated highly by both the audiences and the organizers.

Based on the belief that every individual has a core genius and the ability to soar given the right opportunities; Rachel's training methodology breaks limiting beliefs, overcomes obstacles and cultivates trust across cultures.

She is also able to provide psychometric profiling, competency profiling and identifying learning needs. Her methods follow S.M.A.R.T.I.E.S. principle - specific, measurable, achievable, rewarding, tracked/timeliness, inspiring, excellence/emotional, small steps; aligned to business needs while strengthening organization's capability and vision.

She has been running her own company since 1992 focusing on organizing, promoting and hosting international conventions with leading learning specialists and consultants from around the globe. She received her training in USA, UK, Australia, Singapore and Malaysia.

She has trained under the world famous Millionaire Mindset trainer, T Harv Eker (Master Your Mind and Business Guerilla). She has also trained under Blair Singer for Sales Dog Training, Powerful Sales Presentations and Train the Trainer. She is a keen practitioner of Mind Mapping and Mind Power. She has attended the training of some of the best world class trainers, business gurus & leading coaches including Anthony Robbins, Robert Kiyosaki, Blair Singer, Harv Eker, John Maxwell, Jay Abraham, Joel Roberts (communication guru), Dr Joe Vitale, Jose Silva, Burt Goldman, among many others.

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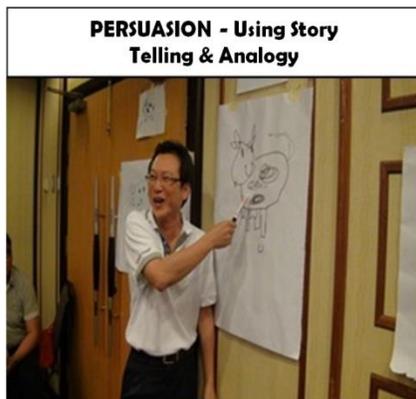
Rachel is an extremely dynamic, knowledgeable and versatile trainer who has excellent communication skills and easily develop fantastic rapport with her participants. Due to this she always receives rave reviews and excellent ratings. She achieves this by ensuring her training is **relevant, result oriented, solution based - made fresh with new ideas, strategies and techniques.**

SATISFACTION GUARANTEED!

She has trained many executives and managers from various industries and multinationals, bringing to them the latest tools and methods to excel. Rachel's strongest point is her ability to bring out the best in every participant. Her **Unique Selling Point** is her innovative, practical approach to training and her ability to make the training unique, enjoyable yet rewarding. What she teaches can be applied back at the office. She mixes no **nonsense pragmatic information with creative mind power and mindset changing strategies to make her courses relevant and results oriented.**

CLIENTS FROM RACHEL'S TRAINING INCLUDE...

Petronas, Shell, BNM, Kementerian Kewangan, Ambank, UOB, HSBC, Exim Bank, Danajamin, Pan Malaysia Pools, Msian Reinsurance, Tokio Marine, ACE, Aneka Insurance, MII, Agilent, Ansell, Bristol, Sime Tyre, Dell, Emhart Glass, Kotak, Infineon, Impressive Edge, Kanzen, Merck, Mimos, MRCB, Selangor Industrial Corporation, Samsung, Munchys, Scenic Moulding, Kossan Rubber, LG Aluminium, Royal Selangor, SIRIM, Tencate, Takeuzi, Totokiki, Toshiba, Niro Ceramic, White Horse Ceramic, MAS, Msian Airport, KLAS Airport Services, PTP, Westport, Johor Port, TNB, Telekom, Maxis, Sunrise, SP Setia, Selangor Dredging, Worldwide Holdings, IOI, Genting, Hotel Equatorial, Eastin Hotel, Saujana Resort, Subang Medical Centre, Msian Export Academy, Yeo Hiap Seng, UEM Group, FMM, UEM, Naza, Open University, UKM, UM, DBKL, PNB, government sectors, etc



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REGISTRATION DETAILS

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Course Timing: 9.00 am - 5.30 pm Payment Made To: Peak Success Abundance Sdn Bhd
Course Fees: RM1,600 per participant For 3 & above: RM1,500 per participant

Company Name & Address: _____

Participant's Contact Details

1. Name: _____ Position: _____

Tel: _____ H/P: _____ Email: _____

2. Name: _____ Position: _____

Tel: _____ H/P: _____ Email: _____

3. Name: _____ Position: _____

Tel: _____ H/P: _____ Email: _____

4. Name: _____ Position: _____

Tel: _____ H/P: _____ Email: _____

5. Name: _____ Position: _____

Tel: _____ H/P: _____ Email: _____

Signature & Company Stamp

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