



SELLING WITH NEURO-LINGUISTIC PROGRAMMING (NLP)

Date & Time

8-9 August 2022

9:00 AM – 5:00 PM

Venue & Fee

MEF Academy, Petaling Jaya

RM 1600 (inclusive SST) per pax

➤ Overview

Neuro linguistic programming (NLP) is all about bringing your unconscious thoughts to the surface, so that you can have real choice over how you interact with and respond to the world. Once you have a grasp on NLP's basic principles, you might be interested in learning about some tools that can help you do more with NLP. You will have hands-on experience with important NLP techniques, including anchoring, establishing congruency, developing rapport, creating outcomes, interpreting and presenting information efficiently, and even some self-hypnosis techniques. Thinking is done with the whole of our body, and our thoughts leak out into body language. Our body language can help to add credibility to what we say and reading the signals our clients send is an essential skill in sales.





Course Structure

What Will Students Learn?

- ✓ Develop a deeper rapport with others
- ✓ Use anchoring to create a desired state of mind
- ✓ Become congruent with your inner self
- ✓ Understand and apply basic self-hypnosis techniques
- ✓ Create goals with momentum using NLP's outcome framework
- ✓ Present, interpret, and analyze information using the 7±2 rule and the chunking technique
- ✓ How to apply your knowledge of body language to improve communication with your client
- ✓ How to understand the nuances of body language from a range of areas including your face, hands, arms, legs and posture
- ✓ How to use mirroring and matching techniques to build rapport with your client

What Topics are Covered?

- ✓ Developing Rapport
- ✓ Getting in Tune with Yourself
- ✓ Self-Hypnosis
- ✓ Creating Comprehensive Outcomes
- ✓ Creating a Desired State with Anchoring
- ✓ Chunking Information
- ✓ Body Language
- ✓ What is your face and body saying?
- ✓ Monitoring your posture
- ✓ Dressing up and shaking hands



Methodology

- ✓ Lectures
- ✓ Role playing
- ✓ Videos
- ✓ Discussions
- ✓ Interactive activities



➤ Targeted Participants

- ✓ Sales professionals and sales leaders
- ✓ Executives involved in the sales function of the organization
- ✓ Communicators and influencers of the organization



Trainer Profile

Mr. Peter Ong was a Singapore Public Service Commission Scholar at the National University of Singapore(1983) and subsequently the Institute of Education for the Post-Graduate Diploma in Education (1984). He lectured at a Junior College for a number of years before getting his Post-Graduate Diploma in Systems Analysis (1988). With over 40 years of experience in the IT industry, he taught basic computer and information systems in the early 1980s. Since that time, he has worked with MNCs like IBM Software and BMC Software, marketing software solutions and selling into large accounts and MNCs, Government bodies and financial institutions including banks and insurance companies, using Strategic Selling Methodology and Customer Focused Selling. He has closed deals sizes in the millions of US\$ and recognized as one of the companies' top sales performer. He has also spoken at conferences and trained adults across the Asia Pacific including Australia. He is HRDC certified.

Event Registration

You may click the Link or scan the QR Code below:

<https://forms.office.com/r/j5E854dSFu>



- **For any further enquiries please email or call:**

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