

The *Persuasive Communicator*TM Workshop

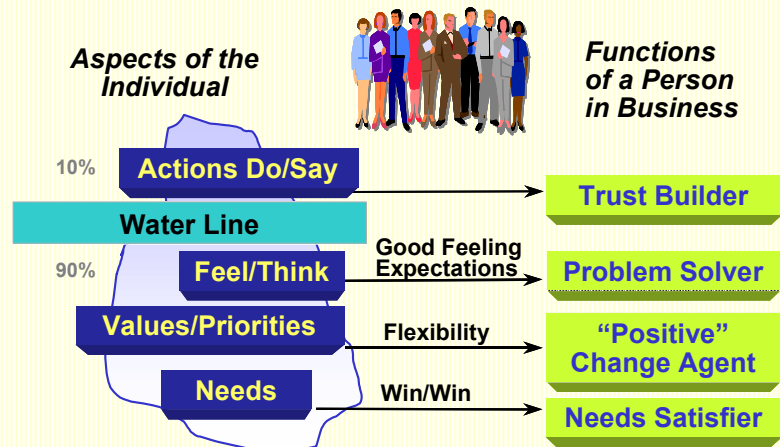
Approved by HRD
for
SBL-Khas Scheme

Without special communication skills, people working in large-to-medium-sized organisation cannot exert much direct influence on the organisation by themselves.

The key to improve communications:

TRUST BUILDING

Persuasive Communicator training lays a solid foundation for a deeper under-standing of TRUST Building through the practical application of the Persona Trust Model. The Persuasive Communicator makes participants aware of specific actions to take to gain TRUST.



Key Objectives

- ✓ Understand your *communication style* and strengths and weaknesses as a *trust builder*
- ✓ Learn a systematic approach to *understanding* and *influencing* others
- ✓ Learn a methodology for *reducing* your *interpersonal stress*
- ✓ Learn a proven *negotiation process* that you can use continually to deal with difficult & complex communication situations

Who Should Attend

- ***Managers and Supervisors*** who want to manage more effectively and reduce personal stress
- ***Sales Executives*** who wish to upgrade their relationships and selling skills
- ***Negotiators*** – those who negotiate with the public and non-sales situations
- ***Purchasing Agents***
- ***Team Leaders***
- ***Professionals*** who need to influence others

What You'll Experience During The Two-Day Workshop

Introduction

- Understand the importance of people skills, principles of effective communication and interpersonal relationship

Communication Style Basics

- Introduction to Persona Communication Style Matrix:
 - Controlling
 - Promoting
 - Facilitating
 - Analytical
- Understand the behaviour and characteristics of each of the four communication styles



How to Build Trust

- Introduction to Persona Trust Model
- Understand the model and its application in the work place
- Understand people perception of you as a trust builder
- How to work with individuals and teams to achieve the optimum results

Empathy, Flexibility & Defensiveness

- Understand people defensive behaviour under change and how to respond positively
- Learn positive behaviour for interpersonal flexibility
- How to build empathy and interpersonal flexibility with others

Negotiation Process

- Learn the Six--step Negotiation Process
- Goal-oriented actions for each step of the negotiation process
- Learn to apply the knowledge of communication styles and appropriate handling skills at each step of the negotiation process

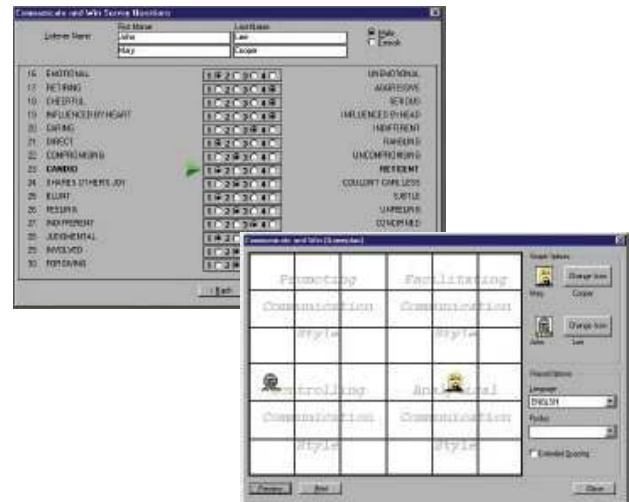
Role-Playing with Personal Case Gameplan

- Introduction to each participant's individual Gameplan (case study)
- Review the Gameplan in step-by-step approach for effective communication with your targeted key account or difficult person
- Role-play the Gameplan (case study) to apply the Six-step Negotiation process
- Document the specific action steps for continued application at the work place the skills acquired during the workshop

* Pre-workshop communication style profiling will be administered for the participant

About Communicate and Win™ Software.....

- An exclusive benefit of Persona Persuasive Communicator™ Workshop
- A Gameplan software produces a 4-5 page Gameplan. Each Gameplan is a step-by-step communications with a targeted client, key account, or colleague — in short, someone with whom you need to effectively communicate.
- Each Gameplan is a powerful tool for reinforcing the skills acquired during the workshop.
- Each participant will receive a copy of personalized Gameplan CD upon completion of the workshop.



Actual screenshots of Gameplan software



www.personaglobal.com

For more details, please contact:
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