

## Influencing Skills to Power Up Persuasion

MEDIUM : Cantonese / English    COURSE CODE : IFSW    DURATION : 1 Day  
 FEE : HK\$3,480    EARLY BIRD : HK\$3,180

20 April, 2018 (Fri)

Persuasion gets one to sell ideas. To get buy-in from customers, bosses, peers and subordinates, one needs to adapt to their real needs. To be able to adapt and connect to speed up the result, influencing both the functional and the psychological aspects of communication will make a difference in getting higher results. The participants will learn:

- An awareness of how to build on their own strengths
- Influence as an accelerator of persuasion
- Difference between persuasion, influence and manipulation
- Drivers which get people to say yes
- Motivation of the conscious and unconscious mind
- Communication models to connect with the conscious mind
- Impact to connect with others on the unconscious level with body language and voice
- Ideas selling presentation
- Assertiveness at negotiation

### Target Audience

Those who would like to communicate with impact

### Course Outline

#### 1. Influence vs Persuasion

- Define influence, persuasion versus manipulation
- Discover your potential to influence
- Focus on the ability to get a “yes” from others

#### 2. Connect with the Technical and Psychic Levels

- Understand how information is processed by the conscious and unconscious mind
- Know the importance of driving others through knowing their real needs
- Realise the verbal and non-verbal tools

#### 3. Connect to Feelings and Logic

- Discover ways to build rapport with ‘why’
- Practise a template to convey a message
- Adapt approach to bosses, clients, peers and subordinates

#### 4. Create High Impact with Verbal and Non-Verbal Language

- Practise a transparent yet tactful language
- Learn how to build trust and liking with body language
- Reckon the secret of intonation and pausing in voice

#### 5. Get a Yes with Influence Drivers

- Be aware of the top-rated drivers for a ‘yes’
- Engage in a debate to experiment the usage
- Discuss how to apply to case examples

#### 6. Pitch Audience Interest with Listening and Selling

- Learn the cascading method in listening and probing to discover real needs
- Engage in an activity to know the technique in matching message with needs
- Practise a model to deepen the selling effect

#### 7. Negotiate Differences with an Achievement Direction

- Find overlapping interest
- Practise a model that creates open discussion
- Focus on getting your outcome

## COURSE ARRANGEMENTS

Week	Course Date	Course Title	Course Code	Duration (Days)	Fees* (HK\$)	Enroll before these dates to Enjoy our Early Bird Rates	Cancellation Deadline	Medium of Instruction
<b>March 2018</b>								
2	Mar-07	Coaching and Mentoring Skills	NEW CMS	1	HK\$3,480	HK\$3,180 Feb 9, 2018	Feb 14, 2018	C/E
	Mar-08	Customer Service Skills	NEW CSS	1	HK\$3,480	HK\$3,180 Feb 9, 2018	Feb 14, 2018	C
	Mar 8-9	Managing People for Win-Win Results	MPWWR	2	HK\$6,480	HK\$5,980 Feb 9, 2018	Feb 14, 2018	C/E
3	Mar-15	Personality Styles in Team Communication	NEW PST	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C/E
	Mar-15	Leadership Skills Workshop	NEW LSW	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C
	Mar-16	Win-Win Negotiation Skills	NEW WINWIN	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C
	Mar-16	Time Management for Worklife Balance	Revised TWLB	1	HK\$3,480	HK\$3,180 Feb 15, 2018	Feb 21, 2018	C/E
4	Mar-21	Creative Problem Solving and Decision Making	NEW CPSDM	1	HK\$3,480	HK\$3,180 Feb 23, 2018	Feb 28, 2018	C
<b>April 2018</b>								
2	Apr-10	Personal Branding and Professional Image	NEW PBPI	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C
	Apr-11	Storytelling for Effective Presentation	NEW SEP	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C
	Apr-12	Effective Communication and Interpersonal Skills	ECIS	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C/E
	Apr-13	Interviewing Skills to Recruit the Right Candidate	ISW	1	HK\$3,480	HK\$3,180 Mar 10, 2018	Mar 15, 2018	C/E
3	Apr-19	Handling Difficult People	HDP	1	HK\$3,480	HK\$3,180 Mar 17, 2018	Mar 22, 2018	C/E
	Apr-20	Influencing Skills to Power Up Persuasion	NEW IFSW	1	HK\$3,480	HK\$3,180 Mar 17, 2018	Mar 22, 2018	C/E

C = Cantonese, E = English

**TIME:** 9:00 am - 5:00 pm daily **VENUE:** Regal Hongkong Hotel, Causeway Bay, HK.

\* Fees include refreshments and buffet lunch

### PAYMENT AND CONFIRMATION:

- Seminar fees cover full set of course materials, lunch and refreshments. Seminar fees are payable in advance.
- For enrolment by email, please provide all information per the standard Enrolment Form on this page.
- For enrolment by fax, mail or email, CEL will issue an acknowledgement fax or email to the Authorized Person the next day from receipt of the enrolment.
- Enrolments received by fax, mail or email on or before early bird deadline will be entitled to the early bird rate.
- Joining instructions for confirmed registrations will be sent to the Authorized Person about 2 weeks before the seminar.

### CANCELLATION AND SUBSTITUTION POLICY:

- There is no cancellation charge for cancellations made on or before the cancellation Deadline.
- Registrant(s) who fail to attend, or who cancel(s) after the cancellation deadline(s) are liable for the entire fee.
- All cancellations should be notified in writing.
- Enrolments received AFTER the cancellation deadline are subject to the same cancellation deadline.
- Registrants may send substitutions in their place anytime. However, substitutions are not allowed once a seminar has commenced.

### ATTENDANCE CERTIFICATE:

A Certificate of Completion will be given to each delegate who have attended more than 70% of the enrolled course(s).

### CORPORATE DISCOUNT SCHEME & QUANTITY DISCOUNTS:

Please visit our Website at [www.celhk.com](http://www.celhk.com) or telephone Ms Mak at 2838 1182 to inquire the above.

Communications Engineering Ltd. reserves the right to vary the course programmes or arrangement if this proves necessary.

## ENROLMENT FORM

Name	Job Title	Tel No	Mobile No	Course Code
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____
(Mr/Ms) _____	_____	_____	_____	_____

**Company Name :**

**Address :**

**Contact Person : (Mr / Ms)**  **Job Title :**

**Direct Line :**  **Email Address :**

**Mobile :**  **Fax :**

**Authorized Person : (Mr/Ms)**

**Job Title :**  **Direct Line :**

**Signature :**  **Date :**

Cheque enclosed for HK\$

**Please note seminar fees are payable in advance**

Made payable to **Communications Engineering Ltd.**

Please tick (✓) if you require a receipt



**BY PHONE:**  
Call Miss Mak at:  
**2838-1182**



**BY POST TO:**  
Communication Engineering Ltd.  
Room 903, Connaught Commercial Building,  
185 Wan Chai Road,  
Wan Chai, Hong Kong



**BY FAX:**  
Send enrolment form above to  
our FAX at number:  
**2838-7122**



**BY EMAIL:**  
[cel@celhk.com](mailto:cel@celhk.com)