

MAXIMUM SALES PERFORMANCE

with
NEURO LINGUISTIC
PROGRAMMING
(NLP)

19th - 20th
OCTOBER, 2015



INTRODUCTION

NLP stands for Neuro-Linguistic Programming. Neuro refers to your neurology (connection between the neurological processes); Linguistic refers to language; programming refers to how that neural language functions (behavioral patterns learned through experience). In other words, learning NLP is like learning the language of your own mind!

NLP has been successfully applied to therapy, coaching, self-development, hypnotherapy, sports performance, sales and business. The effectiveness of NLP communication, rapport, persuasion and influencing techniques can be concretely proven and has been effectively used by many of the world's greatest gurus and motivators.

Ultimately, this workshop will help transform the individuals to realize their full potential in empowering themselves for the better; be effective and efficient resulting to increase their personal effectiveness, doing the right things and positively influence the people around with the habits of a successful individual.



“ I built my sales career from zero to become the world's best motivator by using NLP. ”

- Anthony Robbins | Author of 'Awaken The Giant Within'



KEY BENEFITS

Following are the key benefits and focus of this session:

- Triggering Self-awareness to run and program your own brain.
- Take charge of own mental and emotional states.
- Communicate and build rapport in any situation.
- Boost your confidence and feel good about yourself.
- Discover how to stay on top of your everyday tasks and get results.

LEARNING OBJECTIVE

After this program, the participants would be able to:

- Practice with an applicable, refreshing, and motivating way to enhance sensory awareness to sales advantage.
- Apply knowledge and skills to communicate in ways that can connect with people especially in sales.
- Expand your choices for accelerating personal and professional growth and success.
- Knowing the right way to utilize the structure of language to create positive thought patterns.
- Understand the methods to help you anchor the desired sales success habits.

METHODOLOGY

Lecturette, group sharing, exercises, reflection on learning and experience, demonstrations and videos.

WHO SHOULD ATTEND

This program is ideal for sales; leaders, professionals and team members who want to apply cutting edge NLP methods to acquire maximum rapport and influence with people to achieve peak performance in sales.



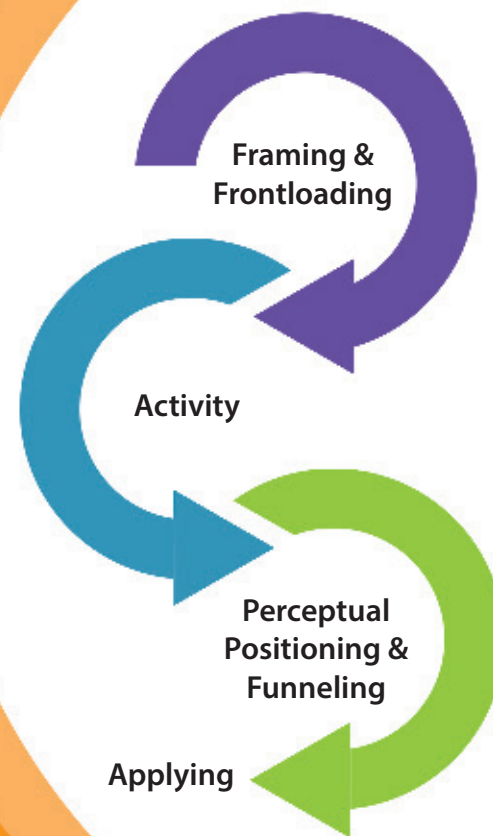
COURSE CONTENT

INTRODUCTION

- What is NLP?
- What Can NLP Do? And Why?
- NLP Pre-Suppositions.

MODEL AND CUES

- VAK Representational Systems.
- VAK Phrases.
- Eye Accessing Cues.
- Preferred Mode of Communication.



Non-Verbal Communication and Rapport

- Basis in Building Rapport.
- Aspects of Non-Verbal Communication.
- Matching And Mirroring.
- Influencing With Integrity And Trust.

Accessing States, Anchoring And New Behavior

- Entering Any Psychological State At Will.
- Anchoring Technique to Strengthen and Stabilize Resource States.
- Power of Visualization with NLP Refinement.
- Turn Negative Situation Into an Automatic Learning Experience.

Planning And Connecting

- Effective Versus Ineffective Selling.
- Building Rapport / Relationship with Customers.
- What Are The Methods of Selling?
- Communications Personality – Do You Know You to Know Your Customers?
- Pitches & Propositions.

“when you want new results,
it requires new thinking.”

- Dr. Richard Bandler

DISCOVERING AND VALIDATING

- Are We Listening Or Bearing?
- The Power of Questions – Using the 4Is (Investigate, Issue, Impact And Idea).
- Types of Questions; Close, Open, Customer Focused.
- Probing For More Information.
- Advanced Listening Skills (VAK & NLP Methods).

CREATING AND CONFIRMING SOLUTIONS

- Selling on Features, Advantages & Benefits (FAB).
- Positioning Tips & Expanding Value (Up-sell & Cross-sell).
- Objection Handling Using The L.E.A.R.N. Model (Listen, Empathize, Ask, Respond and Notify).

DISCOVERING AND VALIDATING

- Closing Defined.
- Effective Closing Styles.
- Closing Barriers.
- Closing Techniques.
- What's Next? Evaluate The Experience.

“NLP helped me to manage
audiences and motivate them.
NLP is just AMAZING!”

Oprah Winfrey

- Oprah Winfrey

TRAINER'S PROFILE



DION OOI

- Director of Global Learning and Performance at ITD World - The Global Leadership Development Expert.
- Trained more than 10,000 people for more than 20 years of experience.
- Recipient of Effective Leadership, Vice President Award and Trainer of The Month with esteemed organizations.
 - Certified Neuro-Linguistic Programming Practitioner, USA.
 - Certified Trainer for Human Resource Development Council (PSMB), Malaysia.
 - Certified Sales Trainer.
- Certified International Accredited Training Professional.
- Professional Certificate in Supply Chain Management.
- Certified Coaching and Mentoring Professional (CCMP) with Certificate in Performance Coaching (CPC) which is approved by the International Coach Federation (ICF), the world's most recognized professional coaching body.

AREAS OF EXPERTISE

- | | |
|-------------------------------|--|
| • Leadership | • Interpersonal Communication Skills |
| • Selling Skills | • Creativity and Out-of-the-box Thinking |
| • Building Effective Teams | • Influencing Skills |
| • Customer Service Excellence | • Coaching Skills |

BIOGRAPHY

Dion Ooi is an international certified training professional based in Penang, Malaysia. He has more than 20 years in Business, Information Systems, Sales and Marketing with practical experience in providing excellent customer experience, building and managing effective teams, learning and development, adult experiential learning and coaching.

His style of training methodology – experiential learning makes his sessions lively and engaging. His experience in business and people skills in local and international business scenes permit him to pick appropriate and relevant examples and case studies, with tact and wits, which makes the learning process so much fun and enjoyable.

His creative, innovative, intuitive and unique ability of selecting the highlights and pointers from these training and workshops makes one wonder if he is actually discussing your own organization. Participants are hence able to take back with them instant knowledge and skills that they can apply and practice immediately to make impactful changes in their own organizations. He had been awarded Effective Leadership Award (for managing a team of Contact Center Specialists, projects and initiatives) and Dell Vice President Award (for managing training projects and conferences successfully) and Trainer of the Month (with an American Franchised training company) during his employment with esteemed organizations including Dell Computers.

He had travelled to various countries; Switzerland, Thailand, Vietnam, Indonesia, Singapore, Philippines and trained multi-national companies including Dell (inside and outside sales teams), Air Asia, Sunway Group, ASTRO, Agilent Technologies, Western Digital, Intel, Honeywell, Escatec Electronics, Osram, Altera, Sony, TIM Electronics, Alliance Bank, Hong Leong Capital, Dongwha and many others.

REGISTRATION FORM



DATE: 19th - 20th OCTOBER, 2015

** Please make copies of this page for registration as required.*

MAXIMUM SALES PERFORMANCE with Neuro Linguistic Programming

EVENT FEES

THB 10,000 / USD 333.00 | Early Bird Fee | per pax

THB 12,000 / USD 400.00 | Normal Fee | per pax

THB 8,000 / USD 267.00 | GROUP Registration (min 3 pax) | per pax

PAYMENT DETAILS

Payments may be made by telegraphic transfer, bank deposit or local bank check.

Account Name (Pay To) : International ITD Limited

Account Number : 791-3-60221-1

SWIFT Code : BKASTHBK

Name of Bank : United Overseas Bank (Thai) Public Company Limited

Bank's Address : 87/2 Room 121, G Floor, CRC Tower, Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand

Please Tick: ☐ EARLY BIRD ☐ NORMAL FEE ☐ GROUP OF 3 OR MORE

Title and Name: Prof / Dr / Mr / Mrs / Ms

Tel: _____ Fax: _____ E-Mail: _____

Mobile: _____ Position: _____

Organization: _____

Address: _____

Date: _____ Signature: _____

Mode of registration; Call or fax to either one of the below -

E-Mail: itdbkk@itdworld.com Tel: +662 129 3256 to 9 Fax: +662 129 3247

**** Replacements and representatives are allowed, however the fees paid are not refundable.**



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Mission

Transforming leaders and changing the world for the better.

Vision

The #1 global leadership development expert.

Core Values (LISTEN):

Love, Innovation, Synergy, Trust, Excellence and Nurture.

Competitive Advantage Statement:

ITD World is an ISO certified & award winning Multinational Corporation that provides the world's best leadership development solutions to leading global organizations. We offer comprehensive & innovative solutions that produce superior results.

Core Activities & Resources:

Talent and Leadership Development; Corporate Training and Consulting; Professional Competency Certification; Mega Events and Seminars; Coaches, Mentors and Speakers Bureau; Community Services and Campaigns. Over 238 world-class programs and more than 100 dedicated mega gurus, top international resource persons, trainers, speakers, coaches and consultants from around the world.

Exclusive Mega Gurus:

Dr. John C. Maxwell, Dr. William Rothwell, Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Robert Tucker, Thomas G. Crane.

Quality Certification, Awards & Publications:

ISO 9001:2008 Certification for Global Provision of Training and Development. Winner of the ARTDO International HRD Excellence Award in recognition for outstanding contribution to international Human Resource Development and bestowed the Brand Laureate International Award for the Best Brand in Training. Cutting edge books co-authored with the world's Top Mega Gurus- "Coaching for Breakthrough Success," "12 Disciplines of Leadership Excellence" and "Becoming an Effective Mentoring Leader."

Clients Include:

Intel, IBM, United Nations Missions, American Embassy, Agilent, Dell, Motorola, Nike, First Solar, Accenture, Citibank, Central Bank of Malaysia & Philippines, DHL, Ericsson, OSRAM, Infineon, Siemens, B Braun, Bosch, Schneider, Saint Gobain, Toyota, Ajinomoto, Samsung Vina, Singapore Press Holdings, Capitaland, PT Telkom, Siam Cement Group, CP Group, BaoViet, Sacombank, PetroVietnam, Petron, SM Supermalls, Thai Airways, Philippine Airlines, Shangri-La Hotels, Six Senses Resort, Sheraton, Prudential, AIA, GSK, MSD, Bayer, Johnson & Johnson, Unilever, Nestle.



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