

## PROGRAMME DETAILS

Power Negotiation through Subliminal Persuasion	
<b>Overview</b>	<p>There is an art to negotiating effectively, and this is a balance between process and skill.</p> <p>This program is designed to assist you in becoming a better negotiator. It takes you through the processes and focuses on the key skills required to negotiate effectively. It is highly interactive, practical and supportive. We use a variety of different learning approaches to explore the issues raised when negotiating, enabling you to work more effectively.</p>
<b>Learning Objectives</b>	<p>This 2-days program will incorporate the use of Neuro Action Learning to develop the skills to negotiate better by having an understanding of the psychology of people and their communication model AND exactly what words to say to engage the other person's subconscious decision making part of the brain.</p> <p>The following fundamental NLP skills will be acquired in this program:</p> <ol style="list-style-type: none"> <li>1. <b>Figuring Out People</b> – the ability to understand different aspects of behaviours within us and others and be flexible to get along with anybody at any time</li> <li>2. <b>Building Rapport</b> – the ability to build sense of trust and engage comfortably with someone no matter how different they are to you.</li> <li>3. <b>Power Persuasion</b> – the ability to influence others who evaluates the communication of the message fits his or her own position</li> </ol> <p>At the end of this course you will be able to:</p> <ol style="list-style-type: none"> <li>1. <i>Understand what it takes to negotiate effectively.</i></li> <li>2. <i>Prepare well for your negotiations.</i></li> <li>3. <i>Create an effective strategy and agenda for your negotiations.</i></li> <li>4. <i>Execute your negotiations to achieve your highest priorities.</i></li> </ol>
<b>Target Participants</b>	Frontline staff, Supervisory staff, Executives and management teams.
<b>Group Size</b>	12 – 20 per class
<b>Duration</b>	2 days
<b>Methodologies</b>	Trainer incorporates technologies learnt from Neuro Associative Conditioning, Neuro Action Technology and fundamental Neuro Linguistic Programming with Action Learning to create an environment where participants will be fully engaged on both conscious and subconscious level.

	<p>Training is delivered in a highly interactive and experiential way. Concepts and background information are presented through group exercises, discussion and activities creating an environment that facilitates accelerated learning and application.</p> <p>The trainer will facilitate discussion of real issues and challenges that the participants face in their work and private lives. Each activity will be thoroughly de-briefed to link the learning to real life situations.</p> <p><b>Program Value Proposition</b></p> <p>A vast body of scientific evidence now exists on how, when, and why people say “yes” to requests. Among them is the study of NLP or Neuro Linguistic Programming.</p> <p>NLP is about modelling; studying, understanding and transferring the skills of top performers in any field. By using NLP, your people will be able to enhance their regular activity into a focussed, energetic and strategic experience.</p> <p>NLP is an advanced tool used by many successful professionals in a whole range of activities. The simplicity of the tool plus its effectiveness makes it a much sought after edge of today's professionals.</p> <p>Participants will learn, practice and assimilate these skills into their daily activities until they become unconsciously competent in these skills.</p>
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## PROGRAMME OUTLINE

Subliminal Persuasion For Better Negotiations	
TOPICS	DESCRIPTION
<b>What Is Subliminal Persuasion</b>	Understanding Subliminal Persuasion NLP & Neuro Sciences <b>Video : Darren Brown</b>
<b>The Art &amp; Science Of Negotiation</b>	The Art of Negotiation Everything Is Negotiable?
<b>Plan Your Negotiations</b>	What is BATNA? Knowing your BATNA WAZE : The 3 Steps To an outcome Knowing Yourself, Knowing Your Enemy  <b>Activity : Monopoly</b> Learning Outcome : 1 <sup>st</sup> Round of Simulated Negotiations. Participants will understand their personal negotiation styles, current habits and strategies
<b>Execute Your Negotiation</b>	What is Your Negotiation Style What is Your Best Strategies Metaprograms – Understanding Pain VS Pleasure  <b>Activity : DOPE Profiling</b> Learning Outcome : Understand Customer Motivation. Participants will visually be able to see how to identify and profile individuals they are negotiating with.
<b>Execute Your Negotiation</b>	What is Subliminal Influence Using Body Language to build Trust and Rapport Understanding Personal Space, Eye Contact, Voice Tonality  <b>Activity : Buy My Stuff</b> Learning Outcome : 2 <sup>nd</sup> Round of Simulated Negotiations. Participants will be able to apply new negotiation styles, new habits and strategies
<b>Negotiation Stance</b>	What if they play dirty?  <b>Activity : Card Collection</b> Learning Outcome : Final Round of Simulated Negotiations. Participants will be able to fully apply the skills shared including the ability to plan and execute a negotiation to their desired outcome
<b>Putting It All Together</b>	Case Studies, Brain Storming & Project Planning
<i>End of Programme</i>	