

SELLING IDEAS. INFLUENCING DECISIONS

Strategies to master persuasive selling, and influencing decision making.

COURSE INTRODUCTION

It is hard to imagine a world without ideas, without innovation, and without charismatic presenters who are seemingly in possession of the magic wand of selling ideas. The art of selling a foreign concept to others, while influencing the decision making process. Pitching an idea is akin to providing a new solution, and that its reception largely depends upon one's ability to present a coherent argument. It's all about improving the odds, while understanding the risks that may ensue. Communicating the right messages and pressing the right buying buttons are some essential skills leaders should learn. As such, leaders need to be confident, convincing, persuasive, and influential in hooking the other party's interests. The ability to take on an idea and turn it into something that can persuade even the most hesitant client, investor, or stakeholder is certainly not for the faint-hearted.

COURSE OBJECTIVES

Designed with the Company Secretary ecosystem in mind, this course aims to enhance self-confidence and persuasiveness of presenters and influencers in the decision making process. Ability to communicate convincing messages, deliver facts and figures to the tee, and present coherent arguments. Yet, remain professional, composed, and level headed.

COURSE CONTENTS

Day 1

- **Monetising ideas across the board:** Characteristics and behaviour of idea buyers. Buying appetites and decision making styles.
- **Principles of communication:** Listen more, talk less, respectfully. Observe verbal, non-verbal neuro-linguistics.
- **Creating favourable atmospheres:** Avoid oversell or overcomplicate matters. Leverage on credibility and previous successes.
- **Take interest to understand:** Know what the other party wants to hear-see-feel. Understand what you are asking for and why.

Day 2

- **Deep dive into their minds:** Focus on framing your story. Salt the pain to gain.
- **Handling objections and rejections:** Manage your expectations, and that of others. Handling nerves and possible difficult questions.
- **Communicate to connect:** No one wants to be sold or tricked into buying ideas. People want to exercise choices, make decisions.
- **Service and follow-through:** The beginnings of a long-term relationship. Discover avenues of business probabilities.

LEARNING OUTCOME

By attending this course, the participants will be able to:

- Deploy confident, convincing, persuasive, and influential communication strategies to win over the other party.
- Develop active listening-questioning skills and positive language techniques for engaging conversations.
- Selling is not just about winning but providing for the needs of potential clients, investors, or stakeholders.
- Leadership styles and multi-generational groups present different decision making expectations.
- Walk through creative decision making processes to assist delivery of quality decisions.

TRAINING METHODOLOGY

- Seminar conduct shall focus on impact, highly-participative, experiential learning with whole-mind, whole-body, whole-person experience.
- Speed and enhanced learning promoted through relevant games, exercises, sharing, case studies and simulations.
- Non-theoretical lectures interwoven into sessions give emphasis to energise, demechanise and rehumanise whole learning process while seeking to reform limiting beliefs and past conditioning.
- Ignite participants' full mental and psychological powers for thinking, problem solving, innovation and learning, with whole organisational life in mind.

WHO SHOULD ATTEND

The entire Company Secretary ecosystem - company secretaries, company directors, corporate consultants, business leaders, entrepreneurs, and professionals desirous of capabilities enhancement, leadership and personal development.

ABOUT THE TRAINER

LENAg haz

International Masterclass Trainer-Coach-Motivator | Author | Firewalker
DC-Certified International Masterclass Trainer-Coach in Directive Communication™ Psychology

CREATIVE, ENERGETIC, AND VIBRANT LENAg haz, is Asia's award-winning thought catalyst in Creative Intelligence & Transformational Thinking, and Innovation Leadership & Organisational Development. Founder-CEO of LENAg haz Energetics Worldwide, her formative career portfolio encompasses 25 award-winning years in Creative Directorship and Consultancy at local and international advertising outfits in Asia, and the United Kingdom. LENAg haz is a DC-Certified Trainer-Coach in Directive Communication™ Psychology at Directive Communication International (DCI) Asia. A Certified Professional Member of the American Institute Of Business Psychology (AIOBP), and a Certified Professional Trainer of the Global Trainers Federation. LENAg haz was conferred Asia's Extraordinary Trainer Award by Directive Communication International (DCI) Asia on her outstanding training performance for the Russian-Kazakh Heads and Administrators of the Government of Kazakhstan. LENAg haz was also awarded Outstanding Trainer at Directive Communication International (DCI) Asia's Train-The-Trainer program in 2016. She is an Author, and a Certified Firewalker from the Tony Robbins Life and Wealth Mastery University. Having earned a host of world-class professional accolades and masterclass certifications to her merit over a wealth of 29 years professional training and coaching.

ADMINISTRATIVE DETAILS

DATE	PLATFORM	EVENT CODE
13 - 14 October 2021	Webinar @ Microsoft Team	139/21/CEP/WEB
Time	9.00 a.m. - 5.00 p.m.	
Training Methodology	As stated above	
Fee	RM1,000.00 Standard RM800.00 Licensed Secretary, Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Assoc. & Advocates Assoc. of Sarawak.	
CPE points	16	