



KEMENTERIAN PERDAGANGAN DALAM NEGERI  
DAN KOS SARA HIDUP



SURUHANJAYA SYARIKAT MALAYSIA  
COMPANIES COMMISSION OF MALAYSIA

20  
23

SSM TRAINING

# SHARPEN YOUR PERSUASION & INFLUENCING SKILLS



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## COURSE OVERVIEW

The persuasion and influencing style in today's world has changed. Gone are the days when we have the expectation that we may not meet someone again, so we enter a persuasion process with the intention of emerging as the 'winner'. Influencing today is an art, and as much as possible, should be a win-win situation without much disagreement or confrontations. Influencing happens everywhere; from daily struggles with parenting to top dollar business deals. This workshop is designed to prepare participants to persuade and influence with the end goal in mind- find a suitable solution which preserves the success and trust in a long-term relationship.

## COURSE CONTENTS

### Module 1: Influencing & Persuasion Skills Begins with the Mindset

- The Definition of Persuasion & Influence.
- Group Participation Session: Who Has Been Your Greatest Influence?
- **Tool #1: Perception is Projection.**
- Understanding Neurotransmitters & Its Influence.
- The Concept of Personal Power: The Prelude to Great Influence.
- Partner Activity: Cross the Line.

### Module 2: The Value of Values in Persuasion- Connect with Your Stakeholder Instantly with Just One Question

- How to Find Out What Matters to Your Stakeholder and You? (The answers may surprise you!).
- **Tool #2: Values Elicitation.**
- Demonstration Session: Value Elicitation for Your Project.
- Understanding Your Value System.
- Sorting Your Values and Making Sense of the Final List.
- Work with a Partner: Values Elicitation.

### Module 3: The Underdog of Persuasion and Influencing: Non-Verbal Communication

- The Mehrabian Communication Chart.
- Body Language, Voice (Tone) or Words: Which is the most important?
- **Tool #3: Top 6 Body Languages.**
- Individual / Group Activity: How Savvy are we with Reading Body Language?

### Module 4: Linguistic Patterns to Influence

- The Power of Words: Video Presentation.
- **Tool #4: The Mind Read.**
- Group Activity: Prepare Your Preframe.
- **Tool #5: The What-If Frame.**
- **Tool #6: The Agreement Frame.**
- *Team Role Play Session.*

## LEARNING OUTCOMES

By attending this course, participants will be able to:

- Identify situations that require persuasion or influencing.
- Refine your communication skills by developing finesse with the NLP communication model.
- Enhance body language, postures and hand gestures during a discussion.
- Establish one's values by just asking one question.
- Manage disagreements effectively.
- Use influencing language patterns to establish a win-win outcome.

## WHO SHOULD ATTEND

This highly-participative course is designed to coach leaders, managers and executives across all levels and departments on how to negotiate successfully

## TRAINING METHODOLOGY:

- Classroom Lectures.
- Open Talk Session.
- Stand-Up Discussions.
- Group Brainstorming Activities.
- Energisers.
- Role Plays.
- Pop Quiz.
- Discussion on Best Practices.
- Videos.

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Online

## ABOUT THE TRAINER



**SRI DEVI PANCHACHARAM** is a Certified NLP Trainer, Master Coach and Time Lime Therapy with 18 years of experience. She holds MBA in Leadership at University of Southern

Queensland, Australia. Sri, who has trained notable CEOs and their teams across Malaysia, also conducts free seminars which are open to everyone across all walks of life, with the intention of empowering as many individuals as possible. As a Certified Master Coach, she also offers coaching sessions to her participants who need that extra boost to achieve their goals. During her Master certification programme which was attended by more than 18 nationalities across the world, she was awarded the title, 'NLP Super Star'.

## ADMINISTRATIVE DETAILS

<b>Date</b>	18 September 2023 07 December 2023
<b>Venue</b>	Virtual platform
<b>Time</b>	9.00 am - 5.00 pm
<b>Training Methodology</b>	As stated above
<b>Fee</b>	RM500.00      Standard RM400.00      Licensed Secretary. Member of MAICSA, MIA, Malaysian Bar, MACS, MICPA, Sabah Law Society. & Advocates Assoc. of Sarawak.
<b>SSM CPE Points</b>	8 points

## HOW TO REGISTER?

STEP  
1

Strictly via online registration at <https://e-comtrac.ssm.com.my>

STEP  
2

### NEW USER (First Time Login)

- Click on **SIGN UP**
- Key in **REGISTRATION INFORMATION**
- Click on **REGISTER**
- Key in **USERNAME** and **PASSWORD**

### EXISTING USER of SSM EzBiz

- Key in **USERNAME** and **PASSWORD**
- Click on **SIGN IN**

STEP  
3

- Select training
- Check on Available Seat
- Click on Add Participant
- Key in participant's information
- Click on Submit
- Check participant's details
- Click on Submit Payment

**Note:** Please submit your application within 15 minutes. Otherwise the system will automatically cancel your transaction and you will lose your seat(s). Please re-apply if you wish to proceed. Full payment shall be made at the point of registration.



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## TERMS & CONDITIONS FOR REGISTRATION OF TRAINING PROGRAMMES UNDER COMTRAC

### Payment Mode

- All training programmes registrations MUST be applied through e-COMTRAC. Upon submitting the registration application, participant is deemed to have read and accepted the terms and conditions herein.
- Payment by cash and cheque is not acceptable effective from January 2021.

### Webinar Access Link

- A notification e-mail with the webinar access link will be sent at least 24 hours before the commencement of the webinar.
- The access link is unique for registered participants and should not be forwarded or shared with others.

### Certificate of Attendance

- Participant will be issued a Certificate of Attendance upon full attendance of the programme and payment is received.
- A participant is allowed to attend ONE programme per day to be eligible for certificate of attendance. Request for refund will not be entertained if you have registered for more than one programme per day.
- SSM will charge an administrative fee of RM30.00 per copy for any replacement of certificate due to errors in name or identification card number wrongly filled by participant / representative during registration or loss of certificate, etc.

### Cancellation / Absent

- No refund will be given for participant who failed to attend the programme.
- Replacing registered participant is not allowed.

### Transfer

Transfer of registration fee to another training programme is not allowed.

### Personal Data Protection Notice

Your personal data and other information provided in this application and including any additional information you may subsequently provide, may be used and processed by COMTRAC/SSM as a reference in future to communicate with you on our training programmes/events. In line with the Personal Data Protection Act 2010, we wish to obtain your agreement and consent for using your personal data. If you do not consent to the processing and disclosure of your personal data, you should send an e-mail to us at [comtrac@ssm.com.my](mailto:comtrac@ssm.com.my).

### Human Resources Development Corporation

Suruhanjaya Syarikat Malaysia is registered as a training provider with HRD Corp under GOV1000117857. This training is claimable under SBL Scheme (employer needs to apply for grant at least one day before the commencement of training).

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All information contained in the brochure is correct and accurate at the time of publication.

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## COMPANIES COMMISSION OF MALAYSIA TRAINING ACADEMY & KNOWLEDGE MANAGEMENT DIVISION

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