



# **CONNECT! EFFECTIVELY**

**BUILDING INSTANT RAPPORT WITH NLP  
COURSE DURATION: 2 DAYS**

## COURSE DESCRIPTION

***Are you in a leadership position?***

***Do you need to negotiate or exert influence over another?***

***Does your role require interaction with other people?***

Everybody knows influence is all about CHANGE. Everyone is in the business of influence and persuasion in some way or another, moving people from point A to point B. Whether we are involved to persuade others to buy, to subscribe, to say 'Yes' or wanting others to take action in your direction, we need the principal skills that are essential for effective performance.

***Why is it that people want to say yes to your request?***

***Why is it that they want to move to your direction?***

***Why should they do it?***

Answering these 'why' questions requires persuasion—a conversational art worth developing.

This 2-days program focuses on how you can make small changes that will appeal to your customers' (Internal and External) unconscious to decide in your favour.

## COURSE OUTCOMES

This 2-days program will incorporate the use of Neuro Action Learning to develop the skills to influence 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.

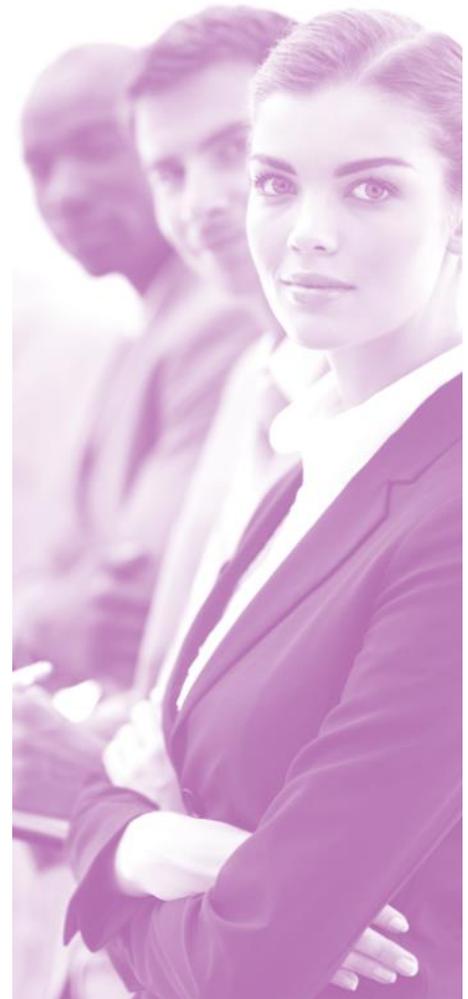
The following fundamental NLP skills will be acquired in this program:

- ✓ **Figuring Out People** – the ability to understand different aspects of behaviours within us and others and be flexible to get along with anybody at any time
- ✓ **Building Rapport** – the ability to build sense of trust and engage comfortably with someone no matter how different they are to you
- ✓ **Power Persuasion** – the ability to influence others who evaluates the communication of the message fits his or her own position

## COURSE OBJECTIVES

Upon completion of the workshop, participants should be able to:

- ✓ **Identify** the different personality types
- ✓ **Analyse** which is the dominant personality of the person they are communicating with



### WHO SHOULD ATTEND?

All level of staff

### COURSE DURATION

2 Days

### LANGUAGE

English



- ✓ **Design & Deliver the** exact presentation, phrases and words that will engage the decision making part of the mind of the person they are communicating with

## TRAINING METHODOLOGY

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.

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.

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.

## PROGRAM VALUE PROPOSITION

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.

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.

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.

Participants will learn, practice and assimilate these skills into their daily activities until they become unconsciously competent in these skills.

Trainer believes learning does not just happen in the workshop. As such, trainer provides :

- Pre Work. Identifying key organisational issues to be addressed.
- Workshop. Employ Neuro Action Learning.
- Post Work. 30days post program follow up and information to supervisor to help participants apply the skills learnt.



## COURSE OUTLINE

### DAY ONE

#### 9.00 am Introduction & Welcome

- Programme Objectives
- Personal Objectives

#### 9.15 am Intro to NLP

- What is NLP?
- How does NLP help with sales, communication and influence?
- 10.00 am Tea break

#### 10.15am Step (I) – Communication Style

- Identify Different Types of Personality Style
- Understanding DOPE Personality Quadrant
- Using unconscious motivation to influence and sell

#### 12.15 pm Lunch

#### 1.15pm Step (II) – Representational System

- Understanding and Eliciting VAKAd, the preferred mode of receiving information
- Delivering the message right so that the prospect will understand it

#### 3.30 pm Tea break

#### 3.15pm Step (III) - Motivation Filters

- Understanding Pain VS Pleasure Filter
- Understanding Possible VS Necessary Filter
- Understanding Convincers Filter
- How to find out what filter the prospect has?
- Using the filters to design the preferred presentation



## **DAY TWO**

### **9.00 am Welcome Back**

- Review of Day One

### **9.30am Step (IV) - Building Rapport**

- How to Match and Pace
- Building Deep and Instant Trust subliminally

### **10.30am Tea break**

### **10.45am Step (V) - Power of Persuasion**

- Magic words that Influences
- Hypnotic Language Patterns
- Story-telling to present to the unconscious decision making mind

### **12.30pm Lunch**

### **1.30pm Step (VI) - Present with Impact**

- Designing the presentation
- Using what I learnt to present

### **3.30pm tea break**

### **3.45pm Step (VIII) - State Management**

- Managing my State for effective selling
- Managing my Focus for effective selling

### **4.30pm Personal Action Plan**





## TRAINER'S PROFILE

# SOO HOO YOON HUNN

### CREDENTIALS

- LL.B (Hons)
- Certified Master Practitioner NLP
- Certified Master Practitioner Eriksonian Hypnosis
- Certified PSMB Training Facilitator (PSMB)
- Internationally Certified Trainer
- Internationally Certified NLP Coach

### CLIENTS SERVICED

- Intel
- Huawei
- Astro
- PayPal
- Facebook
- Google
- Citibank
- Club Med
- Unilever
- UEM
- Malakoff
- Singapore Airlines
- MSIG
- Hanjin Shipping
- Juniper Networks
- AMD
- Abbott

**Soo Hoo Yoon Hunn started at an early age with a high flying career in banking sales servicing high net worth individuals with an international bank. Due to his passion and commitment to their financial management, these successful business people shared their experiences with him and mentored him in the business and life skills which they gained in their rich lives.**

Soo Hoo then started his own consulting business managing corporate clients and assisting them to grow their businesses. Among his many successes then was growing the profit of a company from RM200K to over RM1Mil in profits within 3 years. Throughout his career, he has learnt from the best of the best.

Soo Hoo have trained regionally to participants from over 22 countries. His desire is to ensure practical application of these skills in the workplace thus he designed Neuro Action Learning which combines the best of these Neuro Technologies and Action Learning to embed the learning into the unconscious.

### VISION

To improve the quality of life of a working man by empowering them with an entrepreneurial mindset as all decisions impact the business results of their organisation and when the organisation grows, they will be rewarded with a better life.

### MISSION

To uncover the seed of human potential that lies within every person that come within my space by selflessly sharing ideas and experience to improve the quality of life for everyone

### CORE BELIEFS

**M** - The Map Is NOT The Territory





## TRAINER'S PROFILE

# SOO HOO YOON HUNN

## SERVICES OFFERED

### Training

- Infused with NeuroAction Learning Technologies, these interactive sessions will ensure participants gain unconscious competence in the subject matter

### Consulting

- Business & Profit Optimization For Startups
- People Development Strategies

### Coaching

- StartupBusiness Coaching
- Personal Breakthrough Sessions

## NOTABLE SUCCESSES

- ✓ Designed an award winning people development program
- ✓ Lead a contact centre to be Best of the Best Contact Centre in Malaysia
- ✓ Redesigned sales script which increased conversion by 300%
- ✓ Developed and deployed talent recruitment and retention which reduced attrition by over 50%
- ✓ Coached a business to achieve over RM1Mil a year in profits in 3 years

## KEY PROGRAMS

- CONNECT! And Influence Effectively
- SELL! Directly to the Decision Making Mind
- IMPACT! Presenting and Controlling the Stage
- ACHIEVE! Outcome Orientation & 100% Commitment
- UNDERSTAND! Profiling through Meta Programs
- ALIGN! Beyond Team Dynamics
- EFFECTIVE! Managing Time, Stress and Expectations
- LEAD! Coaching & Influencing Teams

