

1 DAY WORKSHOP: NLP TECHNIQUES FOR SALES & NEGOTIATION

19 January, 2010 (Tue)
9:30am-5:30pm
HK Science Park, Shatin

Objectives:

This Sales and Negotiation Skills training program teaches "3 win-win-win" negotiation strategies and techniques to negotiate agreements where all parties benefit. We all know that negotiation skills are crucial for sales professionals in today's business environment.

Sometimes, sales people make several common mistakes when they negotiate. Many sales people underestimate their own power. This one day training workshop focuses on outcomes and discovery how human communicate differently. Participants learn to identify, select, and execute various negotiation tactics and to respond to adversarial tactics.

Come to this one day workshop to have a taste of how you could read people's mind so as to apply effective Sales and Negotiation skills to obtain a better outcome.

Course content:

- ↻ Aware of Human Communication Model
- ↻ Getting to know yourself and others
- ↻ Building effective rapport & sponsorship
- ↻ Understanding how other people's mind work?
- ↻ Can you read your client's/counter party's mental map of the world
- ↻ The 5 Step sales process
- ↻ The planning & process of application of effective skills for negotiation & influencing the expected result
- ↻ What are the tactics?
- ↻ What is expected?
- ↻ Meeting need & outcomes
- ↻ Answers to the objection
- ↻ Embedded choices for the other party
- ↻ Closing the deal
- ↻ Maintain a good customer relationship

Target Participants:

Sales Executives, Managers, Business Owners of SME, etc.

Fee*:

HK\$ 900/person

* Including Lunch
Incubation companies/Tenants may apply for max. 75 % reimbursement of the course fee from HKSTP fund (up to the limit of the balance in tenants/incubatees funding account) after the course completion.

Class Size:

20-25 participants

Language:

Cantonese with English Terminology

Methodology:

Interactive training methods will be used in the course, comprising a mixture of talk, group discussion, case study and experience sharing.

**DEADLINE FOR ENROLLMENT:
7 JAN 2010**

Trainer:**Marissa Tsang, MBA, MIHRM, MIAC, MICC, CERTIFIED COACH/ NLP TRAINER**

An Inspirational Executive/Life Coach, the Principal Consultant and Director of Mosaic Consultants Ltd, Marissa has worked up to Director's level with over twenty some years of in-depth experience in the full spectrum of strategic human resources management in many big corporations such as Hutchison Group, HSBC, Arthur Andersen and KPMG. For the past eleven plus years, she focuses on executive coaching and consultative training; and earns high regard from her clients which include Coaching to Chairmen, CEOs, government officials, senior executives, strategic HR management consulting, management training and development; outplacement/career transition management. Marissa is a certified Coach from International Coaching Certification Program of Brazil by Joseph O'Connor; a certified Coach of NLP by Ted James; a Practitioner in Time Line Therapy Training by Ted James; and a certified Hypnotherapist from Sydney, Australia by Ted James as well. She acquired the Master Practitioner and Certified NLP Trainer from International NLP Academy & ABNLP. As a continuous learner, she has also gone thru many Coaching Certification courses, Enneagram and Psycho-somatic Healings trainings from many other different worldwide well known gurus, such as Robert Dilts, Bert Hellinger, Dr. Raja Selvam and Dr. Maggie Phillips etc.

**Trainer's Biography provided by Mosaic Consultants Ltd.*

YES, I would like to enroll:

ENROLLMENT FORM

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NLP Techniques for Sales and Negotiation**

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For registration, please return this form with full payment **on/before 7 Jan, 2010**

Note: Payment receipt will be mailed to below addresses.

Company Name : _____ [] SP Tenant [] Incubatee

Address: _____

Contact person: _____ Job Title : _____

Tel: _____ Fax: _____ E-mail: _____

Mr./Ms./Dr./ Prof.	Full Name in English*	Job Title	Email	Sub-Total
*For issuing the certificate of attainment				Total:

Payment: (By Cheque only)

Payable to "**Hong Kong Science and Technology Parks Corporation**" with copy of this registration form to:

**Address: Hong Kong Science and Technology Parks Corporation
Unit 307, 3/F, IC Development Centre, Hong Kong Science Park, Shatin**
Attention: Training (NLP)

- Remarks:
1. First-come-first-served for registration completed with full payment. Fees paid are not refundable regardless of whether participant has attended classes or not. Substitutions are allowed.
 2. Class would be re-scheduled/cancelled (refundable) if registration below expected size.
 3. Organizer reserves the right to amend program without prior notice.
 4. An email confirmation will be sent to participants before the course commencement.
 5. Receipt will be sent to participants around 6 weeks after the course commencement date. If you do not receive the receipt, please check with the organizer.

Enquiry:

Tel: 2629 6718

Fax: 2607 4040

Email: seminar.iuc@hkstp.org

If you would like to know more about our upcoming events, please visit our website: www.hkstp.org and click on "Upcoming Events"