Advanced Persuasion, Influence and Negotiation Skills

Providing you with the skills to be a master of negotiation and influence

YOUR COURSE DIRECTOR:

Scott Alford has international experience of helping organisations with the growth and development of their people. Scott’s approach to training and facilitation is energetic, innovative and learner focused. ‘Passion’, ‘motivation’, ‘drive’ and ‘results’ are just a few of the words that previous clients have used to describe Scott and his work.

Scott’s areas of expertise lie in developing people’s interpersonal and intrapersonal skills. Through his training he enables others to motivate, manage, influence and impress. He also helps clients improve themselves further through self-awareness, confidence, direction and organisation.

Scott specialises in training trainers, presentations, leadership, negotiations, sales and networking skills. Dynamic on his feet, Scott is an excellent role model for facilitating and adding value to his clients, “He really walks the walk.”

He has worked as a trainer since 1998 and keeps himself up to date with industry methods by holding roles as a manager and a coach in various organisations.

He has client experience in the direct sales industries, construction, automotive, pharmaceutical, education, hair and beauty and F.M.C.G. He has worked with numerous clients in the UK and APAC, including IBM, ANZ, Accenture, Toyota, Goodrich, ATIL, Johnson Controls, IWI Norgren and Warwick University.

Are you overlooked in meetings?
Do your colleagues consistently ignore your ideas?
Do you struggle to convert prospects to clients?
Can you successfully persuade others to understand your thinking and ideas?

If you can relate to any of these things, attend Tonkin’s Advanced Persuasion, Influence and Negotiation Skills.

To be as effective as possible as an employee, you may need to influence others whether this is a client, a manager or a colleague. This course is strategically designed to assist you in harnessing the skills you need to be more influential and persuasive in the workplace. Whether you’re a new manager or wish to increase or refresh your existing skills, this course has been strategically designed to suit all levels of experience.

Tonkin’s Persuasion, Negotiation and Communication training course combines the interrelated skills of negotiation, persuasion, influence and communication. In the business environment, competition is fierce and you need all the tools you can get to enable you to gain a competitive advantage. This course has direct application for complex transactions in your professional life, right through to interpersonal communication in your personal life.

Participants will be able to:
• Recognise other people’s personality type and communication preferences, tendencies and needs
• Adjust their own communication approach with their increased awareness of their own styles and other peoples’ needs
• Identify barriers to communication and how to overcome them
• Develop their non-verbal and paraverbal communication skills
• Use the S.T.A.R. method to speak on the spot
• Adeptly converse and network with others
• Establish credibility and present their ideas using proven persuasion techniques to gain the support of others
• Gain insight into the psychological needs of others and understand how to influence people to share their point of view

Who should attend?
Executives and employees at all levels who want to improve their communication skills. This course is also aimed at those who want to increase their competitive advantage through the powers of persuasion, influence and negotiation.

17th & 18th October 2011 :: SYDNEY
19th & 20th October 2011 :: MELBOURNE

REGISTER TODAY! www.TonkinCorporation.com Ph: 61 2 9224 6055 Fax: 61 2 9224 6066 Email: capricornia@TonkinCorporation.com
COURSE OUTLINE

8:30 Registration – 9:00 Start

DAY ONE: ADVANCED INTERPERSONAL COMMUNICATION

MORNING SESSIONS:
Becoming an adaptable effective communicator
• Understand your own preferences and tendencies
• Understand other people’s personality types
• Learn how to adapt your style to better meet their needs
• Plan how to adjust your communication style based on different circumstances and the message being delivered
• Other communication dimensions
• Understanding communication barriers
• Paraverbal communication skills - pitch, pace and tone
• Non-verbal communication

AFTERNOON SESSIONS:
Being an engaging and effective conversationalist
• Speaking like a S.T.A.R.
• Active listening and engaging the speaker
• Effective questioning
• Mastering the art of conversation
• Great tips for networking
• Conversational psychology
• Understanding precipitating factors
• Establishing common ground
• Using “I” messages

Persuasion and influence skills to adopt in the workplace
• The art of persuasion
  • Ethos (credibility)
  • Pathos (emotional)
  • Logos (logical)
• The principles of influence
  • Reciprocity
  • Commitment
  • Authority
  • Social validation
  • Friendship

DAY TWO: STRATEGIES FOR POWERFUL NEGOTIATION

MORNING SESSIONS:
Preparation is Power
• Developing your BATNA, WATNA, WAP, ZOPA
• Planning your strategy

MANAGING THE NEGOTIATION PROCESS
Phase 1 – Entering the negotiation process
• Exchanging information
Phase 2 – Bargaining skills
• Understanding the game of bargaining and when to make the move
• Effective bargaining techniques and how to apply them
• How to effectively break an impasse

AFTERNOON SESSIONS:
Phase 3 – Closing
• How to effectively reach a consensus
• How to build agreement with your counterpart
• How to set mutually agreeable terms

Dealing with difficult issues
• What is the best way of handling personal attacks?
• Ensuring you are controlling your emotions
• When to make the decision to walk away
• Negotiating on someone else’s behalf
• How to best deal with tough questions

5:00 Close of Training Course

Welcome Tea and Coffee, Morning and Afternoon Tea and lunch will be served

REGISTRATION FORM: TONKIN’S ADVANCED PERSUASION, INFLUENCE AND NEGOTIATION SKILLS - MAN29

REGISTER BY: Phone: 61 2 9224 6055 Fax: 61 2 9224 6066 Email: capricornia@TonkinCorporation.com Online: www.TonkinCorporation.com

Tonkin Corporation Pty Limited, Level 12, 70 Pitt Street, SYDNEY NSW 2000 AUSTRALIA

VENUES AND DATES:
☐ SYDNEY: 17th & 18th October 2011
  The Grace Hotel, Cnr York & King Streets, Sydney Phone: 61 2 6272 6888

☐ MELBOURNE: 19th & 20th October 2011
  Rendezvous Hotel, 328 Flinders Street, Melbourne Phone: 61 3 9250 1888

YOUR INVESTMENT (expressed in Australian dollars and including gst)

<table>
<thead>
<tr>
<th>Early Bird Discounts</th>
<th>Standard Price</th>
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<tbody>
<tr>
<td>Register and pay by:</td>
<td></td>
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<tr>
<td>☑ 2 Day Training Course</td>
<td>$2,418.90 $2,528.90 $2,638.90 $2,748.90 $2,858.90 $2,968.90</td>
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Please Indicate Venue Selection: ☑ Sydney ☐ Melbourne

GROUP DISCOUNT (only one discount may be claimed per delegate): Register and pay for 3 or more delegates from the same company, at the same time, for the same event to achieve a 15% saving off the gst-inclusive Standard Rate.

YES, please register me for the above conference. To register multiple delegates please photocopy this form. Today’s date

Name: _____________________________
Job Title: ___________________________
Company: ___________________________
Postal Address: _______________________
City: ___________________ State: ______ Postcode: ______________
Telephone: __________________ Facsimile: __________________
Email: ____________________________

PAYMENT METHODS
☐ EFT: Transfer your payments to Tonkin Corporation Pty Limited at Commonwealth Bank of Australia BSB 062 000 Account No. 1180 6356.
☐ CREDIT CARD: Please charge my ___________________________

in the amount of $ ___________________________

Please quote MAN29 on the cheque or the eft.

A credit card fee of 2.5% will apply for Diners or Amex

Cardholder’s Name: ___________________________ Expire Date: __________/_________

Card No.: _____________________________ Expiry Date: __________/_________

Payment Policy: Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, a full refund, less a $200 service charge (including GST), will be made for cancellations received in writing up to 21 days prior to the event. Regrettably no refunds can be made less than 21 days prior to the event.

YES, please register me for the above conference. To register multiple delegates please photocopy this form. Today’s date

Name: _____________________________
Job Title: ___________________________
Company: ___________________________
Postal Address: _______________________
City: ___________________ State: ______ Postcode: ______________
Telephone: __________________ Facsimile: __________________
Email: ____________________________