

# HOW TO PERSUADE OTHERS GET WHAT YOU WANT

21 FEBRUARY 2012, TUESDAY, 11.30AM - 2.00PM  
@ MIS EXECUTIVE CLUB (51 Anson Road, #03-53 Anson Centre, S079904)

MEMBER: \$20 | PARTNER: \$30 | NON-MEMBER: \$35 |

PUBLIC/TERTIARY INSTITUTION STUDENT\*: \$10

\*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

MIS Members  
enjoy free entry  
when they register  
with 2 non-MIS  
Members.

COMPLIMENTARY  
FOR ALL MIS STUDENTS!

Have you wondered why some people seem to get along better with others? Have you ever wanted to be able to command the respect of the people around you and communicate better as a leader? What can be more important in your life than to possess effective persuasive and influencing skills?

It is your ability to persuade and influence people which will determine your success in life. By becoming a persuasive communicator, you are more likely to get your desired new job, obtain promotions, make better business deals etc. You can improve your community when you persuade people to support your proposals and ideas.

## Outline

- Know your outcome
- Rapport
- Develop sensory acuity
- Identifying the needs of others
- Break through resistance of others to get what you want
- Develop confidence and resourcefulness while communicating to others

## Jacky Lim

Jacky is a communications expert who helps people communicate with influence. Highly valued for his transformational and results-oriented programmes, Jacky has worked with over thousands of individuals from various organisations, ranging from Singapore schools, MNCs, non-profit organisations and government agencies. A specialist in the field and world's finest human change technology known as Neuro-Linguistic Programming, Jacky has successfully coached and guided people from all walks of life in unleashing peak performance and personal power in whatever they do, developing empowering professional relationships and achieving career goals. He is also an entrepreneur and the founder of the region's 2 fast-growing training companies- Excellence Edge International and Acme Achievers LLP. Moreover his written articles on "Confront your Fears", "Be Clear About your Goals" and "Be a Master of Persuasion" had all been featured in the Straits Times.



# Registration Form

## Marketing Guru Talk

### Registration Fees:

MIS Member : \$20 Non member : S\$35  
MIS Partner : \$30 MIS Student: Complimentary  
Public Tertiary Institution Student: \$10



**Event:** How to Persuade Others to Get What You Want on 21 February 2012

### Participant(s) Information

Name of Delegates/NRIC                      Designation                      Email:                      Contact No:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

MIS Corporate Member No: \_\_\_\_\_

MIS Membership No: \_\_\_\_\_  MIS Student                       Non Member

Address : \_\_\_\_\_  
\_\_\_\_\_ Postal Code \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact No: \_\_\_\_\_ (O)                      \_\_\_\_\_ (HP)

You may submit your registration form via fax: 6327 9741, email: [membership@mis.org.sg](mailto:membership@mis.org.sg)  
Or post it to: 51 Anson Road, #03-53 Anson Centre, Singapore 079904 (Attn: **Wendy Ching**)  
For more information, you may contact: Huiling/Wendy/Ariane @ 6327 7593/ 592/ 591

### Method of Payment

Total Amount Payable: \$ \_\_\_\_\_ (Please make payment before the event)

Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_

(Payable to **Marketing Institute of Singapore**)

Kindly indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card :  AMEX  MasterCard  VISA

Cardholder's Name: \_\_\_\_\_

Issuing Bank : \_\_\_\_\_

Card No: \_\_\_\_\_ CVV No: \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

Signature : \_\_\_\_\_

### Official Use:

Receipt No: \_\_\_\_\_ Acknowledgement Sent: \_\_\_\_\_