



# The Persuasive Communicator™

1-day Persuasion and Influencing skills program to help you communicate more effectively and achieve more

## Key Features

**Intensive & Actionable** – Learn and practice how to communicate more persuasively to **win improved outcomes**.

**Results Focused** – The emphasis is on acquiring **immediately usable skills**, not on learning theory.

**Profiling Tool** – Learn how to profile others and adapt your communication style for **maximum impact**.

**Case Study** – Develop a **Game Plan** to help you engage more effectively with a specific 'problem individual' of yours.

**ROI** – Clients report greater productivity, increased sales and more flexibility in times of change, all contributing to improved top and bottom line results.

**Register online now**  
[www.streamwiselearning.com.au](http://www.streamwiselearning.com.au)

## Communicating for Success

The 1 Day Persuasive Communicator™ program equips you with skills and tools for communicating more powerfully and persuasively in business and social situations. The program demonstrates communication style differences and shows you how you can adapt your own style to engage with difficult listeners more effectively. By doing so, you'll learn how to build trust, influence and negotiate persuasively.

### Individuals will benefit by:

- Recognising communication styles different to their own and knowing how to **adapt their communication** accordingly for **greater impact**,
- Learning how to **build trust, project empathy** and **coach effectively**, leading to reduced friction and greater co-operation,
- Understanding how to **motivate others** to **achieve better team outcomes**,
- Recognition of the important interpersonal dimension of client relationships and the sales process for **greater sales success**.

### Companies benefit by:

- Improved top and bottom line results,
- Enhanced client relationships, and
- More **effective staff communication** and greater flexibility in times of change.

The program is based on Persona's Social Styles and Trust Models. They have been used for over 20 years by global companies such as: **Alcatel, General Electric, Xerox, Vodafone, Microsoft, Exxon Mobil, Pfizer, BMW, British Airways, Dell, Disney, IBM, Credit Suisse, Coca-Cola, American Express, Hitachi, Motorola, Sony Entertainment** and many others.

Talk to us about achieving your goals today!





# The Persuasive Communicator™

“In selling, coaching and relationships, it's not what you say, but how you say it, that makes all the difference.”

*“The Social Styles model adds a new dimension to the fundamental sales competency: effective communication.*

*You will understand yourself better and you understand your buyer better.*

*This understanding of human behaviour will help you achieve the results you want.”*

*Mike Godfrey,  
author of Targeted Selling,  
Prentice Hall.*

## ➤ Who should participate?

- Professionals who need to influence and want to build trusted relationships
- Leaders, managers and supervisors who want to be more effective at managing and coaching their staff
- Account managers dealing with high-value or complex client relationships
- Sales executives looking to improve their selling techniques
- Team leaders wanting to motivate and incentivise appropriately
- Anyone wishing to learn how to communicate more effectively with others

## ➤ Program features

Learn how to:

- Recognise the different behaviour styles of others
- Utilise and flex your own style to maximum effect
- Engage more productively with 'difficult' individuals

Develop a practical 6-step engagement process

This will assist you to:

- Build trust
- Offer flexible responses
- Deliver more persuasive proposals
- Help you engage and lead a conversation more effectively

These new skills are easy to learn and immediately applicable to real-life work challenges.

## ➤ In Company Programs

For teams of 12-25 we can tailor a program for you.

[CLICK HERE.](#)

## ➤ Register online now [www.streamwiselearning.com.au](http://www.streamwiselearning.com.au)

Investment:

\$720 + gst per person for open programs.

In-company programs are significantly cheaper per head, please contact us for a quote.





# The Persuasive Communicator™

“Excellent course on communication and soft skills”

Project Manager, AMP Services

## ➤ Case Study – Mitsubishi Motors

### ➤ SITUATION

Mitsubishi Motors, Japan, was facing financial pressures due to an increasingly competitive local retail automotive home market.

### ➤ COURSE OF ACTION

Mitsubishi conducted training for two groups: one group of 800 newly hired sales representatives used Mitsubishi's standard sales training curriculum. A second group of 800 newly hired salespersons participated in a Japanese edition of the *Persona Persuasive Communicator Program*, with a special focus on empathy projection.

### ➤ RESULTS

Over a two-year period, the sales executives who completed the *Persuasive Communicator Program* sold on average 39 more cars per person annually than the group that participated in traditional training, affecting both top and bottom line results.

## ➤ Feedback from participants

*“I was on a global sales call today ... and the feedback on the call was a big fat thanks from the boss for hosting the best such call that they had in any region, so no doubt the things we picked up yesterday are coming good thus far.”*

Jr, Broadridge Financial

*“I have used the strategies discussed in the workshop with Person X and have enjoyed a stress-free few days without conflict, which is excellent!”*

State Sales Manager,  
Corporate Express

*“A good program for team leaders, supervisors and professional who need to interact widely within an organisation.”*

GR, Manager,  
Integral Energy

*“...interesting, fascinating, useful and relevant.”*

Solicitor, NSW College of Law

*“Enlightening breakthrough – I understand I've been speaking the wrong language and missing out on what could be easier and richer relationships.” JH, Entrepreneur*



# The Persuasive Communicator™

Learning how to build trust, project empathy and coach effectively

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For information about in-company programs, refresher courses, speaking engagements and consulting services, please contact Matt Lohmeyer at Streamwise on 0431 664 550 or email [mlohmeyer@streamwise.com.au](mailto:mlohmeyer@streamwise.com.au).

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## ➤ In-company Programs

For teams of between 12 and 25, we can build on the foundation of the Persuasive Communicator™ to develop tailored 1 to 4-day programs to help you deliver on key performance drivers for your business.

Examples include:

- Negotiation skills (3.5 days)
- Differentiated sales strategies for specific products and target audiences
- Product and technology development
- Extended practice and skill development
- Team building and bonding
- Coaching and leadership





# The Persuasive Communicator™

Register online at [www.streamwiselearning.com.au](http://www.streamwiselearning.com.au)  
or complete this form

Our preferred method of registration is online at [www.streamwiselearning.com.au](http://www.streamwiselearning.com.au). If you would like to register manually, please complete the registration form below, sign it and then send a **pdf copy to PComm@streamwise.com.au** to secure your place. Or **Fax to 02 9922 0222**.

## > Participant details

Course date	Location	Participant name	Job title	Email address

## > Send invoice and booking confirmation to:

Name: \_\_\_\_\_ Job title: \_\_\_\_\_

Organisation: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

A tax invoice will be issued on receipt of registration. Payment is due within 14 days of invoice date unless paid by credit card. Please tick your preferred form of payment below:

Cheque

EFT

Credit Card  (2% surcharge)

The 2010 course fee is **\$720 plus gst** (i.e. \$792.00 inc. gst or \$808.00 inc. gst by Credit Card) per person. This includes all course materials, lunch and refreshments for the duration of the program. Cancellation charges apply.

Visa

MasterCard

Card number: \_\_\_\_\_ Expiry date: \_\_\_\_ / \_\_\_\_

Card holder's name: \_\_\_\_\_ Signature: \_\_\_\_\_



# The Persuasive Communicator™

## > Terms and Conditions

“**Streamwise**” means Streamwise Pty Ltd ABN 96 099 833 593 and its agents, servants and employees. “Participant” means an individual who participates or is intended to participate in any course provided by Streamwise. “Client” means any individual or organisation employing or representing a Participant, or expressing an interest, in any course provided by Streamwise.

- All places are offered on Streamwise open courses solely on these Terms and Conditions of Business and these Terms and Conditions supersede any terms and conditions referred to or relied on by the Client at any time.
- Streamwise cannot guarantee the availability of places on any course. Streamwise will accept provisional bookings by telephone, but these must be confirmed in writing (by letter, email or by online registration) within 5 days. Any places not confirmed within 5 days may be offered to other Clients.
- Where a reservation is made by a third party on behalf of a Client, the name, address, email address and other relevant details of the Client requested by Streamwise must be disclosed to Streamwise at the time the reservation is made. The name, address, email address and other relevant details of the Participant must also be disclosed by the third party at the time the reservation is made.
- Reservations are confirmed in writing by Streamwise and submitted with an invoice to the client.
- Payment terms (i) net 14 days from the date of invoice (ii) for places confirmed inside 14 days of the course commencing, payment must be received at the Streamwise office not later than the Friday preceding the course. If payment is not made by the due date (i) participation on the course may be refused (ii) the Client remains liable for the course fee.
- The course fee includes course materials, lunch and refreshments served during the hours that the course is conducted. The Client is responsible for any additional charges made by the hotel in respect of food, accommodation or other items or services incurred by their Participant(s).
- CANCELLATION:** (i) Fifty per cent of the course fee will be charged to the Client for cancellation of a booking within 56 days (8 weeks) of the course start date. (ii) The course fee will be charged to the Client **in full** for cancellation of a booking within 28 days (4 weeks) of the course start date. Participants who have to leave the course part way through (even for reasons of ill health) will not receive a refund. (iii) Cancellation charges required by the venue where we have not been notified at least 2 working days in advance of the course start date must be settled directly by the Client or Participant with the venue.
- In the event of the Participant being unable to attend the confirmed program, Streamwise will accept a suitable substitute Participant.
- If the Client notifies Streamwise of a cancellation in writing and Streamwise is able to resell the place at the full price, then Streamwise will waive the cancellation charge.
- An administration charge of five per cent will be charged to the Client for changes made by the Client or Participant to each course booking.
- Goods and Services Tax (GST) – If GST is imposed on any supply made under or in accordance with these Terms and Conditions, the recipient of the taxable supply must pay to the supplier an additional amount equal to the GST payable on or for that taxable supply.
  - Unless otherwise expressly stated, all prices or other sums payable or consideration to be provided under or in accordance with these Terms and Conditions are exclusive of GST.
  - If the Client is required to pay for, reimburse or contribute to any expense loss or outgoing (“reimbursable expense”) suffered or incurred by Streamwise, the amount required to be paid, reimbursed or contributed by the Client will be the sum of (a) the amount of the reimbursable expense net of input tax credits (if any) to which Streamwise is entitled in respect of the reimbursable expense; and (b) if Streamwise’s recovery from the Client is consideration for a taxable supply, any GST payable in respect to that supply.
- Streamwise will register a maximum of four Participants from any one Client on an Open Program. In exceptional circumstances, Streamwise may at its sole discretion permit additional Participants from one Client to register.
- Streamwise reserves the right to vary the facilitator(s) teaching each course without notice to the Client or Participant.
- Streamwise reserves the right to refuse training to any Participant or Client at any time and to ask any Participant who is proving to be a disruptive influence on the course to leave the course. No refund of course fees will be made to the Client in these circumstances.
- Participants may retain course materials which they have been expressly informed by course Facilitator(s) that they may keep. They shall return to Streamwise all other course materials of whatever nature.
- No Participant or Client shall (and each Client shall procure that its Participants shall not) at any time use any information or materials belonging to Streamwise or Persona Global, including without prejudice to the foregoing generality any intellectual property rights, know-how or course materials, in any way that may prejudice Streamwise or Persona Global.
- To the maximum extent permissible at law, Streamwise accepts no responsibility for any loss or damage of whatever nature incurred by any Participant or Client in connection with any course provided by Streamwise.
- Failure by Streamwise to insist upon the strict performance of any term or condition should not be considered a waiver of any rights which Streamwise has or may have.
- These Terms and Conditions shall be governed by and construed in accordance with the laws of the state of NSW, Australia.

