

# Presenting For Profits

## By Wekie Tay



Decide with Confidence

### INTRODUCTION

Profit making is totally essential in organizations and business. Presentation and public speaking skills are required to effectively relay messages and transfer information to the masses.

This intensive training focuses on preparing the participants to speak as well as present to increase profits with finesse. Incorporating various Neuro-Linguistic Programming (NLP) techniques, these dynamic and interactive courses therefore highlights the importance of effective public speaking and oral presentation with dynamic confidence. The participants will definitely enjoy these courses having an inspiring and fulfilling experience.

### LEARNING OBJECTIVES

On completing this program, participants will:

- Understand how presentation can help business and personals to win more profits
- Appreciate the importance of presentations and its methods
- Minimize fear of presentation and artfully generating profits
- Achieve better fluency and presentation clarity through effective strategies
- Better interact with the audience as well as dealing with questionings
- Possess greater confidence in their presentation for greater profitability
- Employ effective delivery skills to enhance their presentation
- Make dynamic use of their voice, words and body language
- Create effective presentation through proper organization and structure
- Utilize various techniques to win people over in presentation for profits

The course will:

- include practice, role play sessions and other experiential activities to make learning effective and applicable
- employ dynamic presentation techniques to make the sessions interesting
- include interactive tools to “probe the comfort zone”
- include group discussions and feedback to maximize the participants’ learning abilities

### COURSE OUTLINE

- Why Organizations, Businesses and Staffs need to Presenting for Profits?
- What Leaders and Professionals must know about Presentation and Profits?
- How to Prepare Your Speech that Generate Profits Effectively?
- Working on Presentation Mechanics towards Profitability and Sales
- Creating Impact in Introductions
- Developing Lasting Conclusions
- Organizing your Speech for Better Profit-Focus
- Effective Delivery Skills for Profits
- Voice Projection and Impact for Persuasion
- Choice of Words, Pronunciation and Grammar
- Professional Body Language and Appearance
- Using Linguistic Structure to Impact Profitability
- Understanding and Interacting with Audience
- Dealing with Questions and Objections
- Winning the Trust and Confidence of People and the Public

**ABOUT THE TRAINER – MR WEKIE TAY**  
**BA, DTM NLP Trainer (USA), NLP Master Prac, Design**  
**Human Engin. Prac. (USA), Mind Mastery Prac. (Aust.),**  
**American Management Association Certified Trainer**

Mr. Wekie Tay brings with him over 19 years of experience in conducting numerous talks, training workshops and keynote speeches for hundreds of multi-national corporations, government agencies, organizations, and schools on a myriad of professional development and life skills.

Wekie's various expertise and topics trained include leadership empowerment, Neuro Linguistic Programming (N.L.P), persuasion, sales and marketing, negotiation, customer service, presentation and public speaking skills, interviewing skills, creative thinking, problem solving, education, communication, studying and learning skills, thinking and mind-brain power, enrichment management, group dynamics, human resource, enrichment, Dating, Attraction and Relationships (DARE), emotional management, stress management, worklife balance, motivation and life passion, confidence building, belief empowerment and more.

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**Date:** 28<sup>th</sup> June 2010, 9am – 5pm  
**Venue:** Amara Hotel Singapore

**Fee:** [ ] S\$670 for D&B Subscriber [ ] S\$750 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 28<sup>th</sup> May to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
[ ] \* Cheque. *Please made payable to: **Dun & Bradstreet (Singapore) Pte Ltd***  
[ ] \* VISA [ ] Mastercard [ ] Amex  
**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ (\*GST applies for cheque & credit card payment)

## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 14 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company.
4. D&B reserves the right to change venue due to unforeseen circumstances.