

SUBLIMINAL PERSUASION FOR BETTER SALES

“Harnessing Hidden Triggers to Ethically Influence Buying Decisions”

Schedule

Date	Venue	Fees (Face-to-Face)
04 - 05 Mar 2026	Kuala Lumpur, Malaysia	USD 1995 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

Sales success today requires more than product knowledge and presentation skills—it requires the ability to influence subconscious decision-making processes. This highly engaging course introduces the psychology behind subliminal persuasion and how it can ethically be applied in sales interactions to boost conversions, trust, and customer commitment.

Through practical exercises and neuroscience-based insights, sales professionals will learn how to embed persuasive triggers in their communication, enhance rapport, and subtly guide buyer choices.

Objectives

- By the end of this course, participants will be able to:
- Understand how the human brain processes persuasive messages
 - Apply subliminal cues and emotional triggers to influence decisions
 - Enhance trust, likability, and perceived value using subtle techniques
 - Use language and body cues to create deep connection and credibility
 - Structure sales messaging for subconscious impact

Why Attend

- Learn the science behind why customers say \"yes\"
- Influence decisions without using aggressive or manipulative tactics
- Improve buyer engagement, emotional connection, and trust
- Use practical tools that increase conversion rates and reduce objections
- Gain an edge by mastering both verbal and non-verbal persuasion strategies

Target Audience

This course is ideal for:

- Sales Professionals and Consultants
- Business Development Managers
- Key Account Executives
- Entrepreneurs and Client-Facing Leaders
- Anyone interested in subconscious influence and ethical persuasion

Individual Benefits

Key competencies that will be developed include:

- Emotional intelligence in sales communication
- Mastery of non-verbal and para-verbal persuasion
- Use of persuasive storytelling and metaphors
- Anchoring and priming techniques
- Building trust and authority through subconscious signals

Organizational Benefits

- Enhanced ability to influence high-stakes decisions
- Increased conversion rates across client touchpoints
- Consistent use of psychology-based influence techniques
- Stronger buyer engagement and brand recall

Instructional Methodology

This course includes:

- Interactive lectures with neuroscience-based content
- Demonstrations and video deconstructions
- Real-play sales conversations with subliminal techniques
- Group feedback and behavioral coaching
- Personal application planning and take-home tools

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Psychology of Subconscious Influence & Sales Communication

- Module 1: Introduction to Subliminal Persuasion (07:30 – 09:30)
- The psychology of decision-making and unconscious influence
- How buyers respond to hidden cues and emotional framing
- Module 2: Rapport, Mirroring, and Body Language (09:45 – 11:15)
- Using tone, pace, and posture to sync with buyers
- Recognizing subconscious objections before they’re spoken
- Module 3: NLP Tools for Sales Success (11:30 – 01:00)
- Anchoring, embedded commands, and future pacing
- Module 4: Workshop – Creating Persuasive Conversation Flows (02:00 – 03:30)
- Build influence scripts using NLP and emotional triggers

Day 2: Triggering Action and Framing Your Offer for Maximum Impact

- Module 1: Framing Techniques and Cognitive Biases (07:30 – 09:30)
- Loss aversion, contrast, scarcity, and authority framing
- How to present value in a way that demands attention
- Module 2: Influence Through Storytelling and Repetition (09:45 – 11:15)
- How stories create memory, trust, and emotional buy-in
- Structuring and anchoring your offer into a compelling story
- Module 3: Final Roleplay – Real-Life Sales Challenge (11:30 – 01:00)
- Apply subliminal tools in a live pitch with feedback
- Module 4: Action Plan – Building Daily Habits of Persuasion (02:00 – 03:30)
- Personal strategy to embed influence techniques into everyday sales

Certification

Upon completion of the Subliminal Persuasion for Better Sales course, participants will receive a Certificate of Completion recognizing their knowledge and skills in applying psychology-based sales persuasion techniques to drive stronger results.

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