

SUBLIMINAL PERSUASION FOR BETTER NEGOTIATIONS

“Influencing Decisions Below the Surface for Win-Win Outcomes”

Schedule

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

Introduction

Traditional negotiation skills focus on logic, tactics, and compromise. But research shows that many negotiation decisions are made subconsciously—shaped by trust, emotion, tone, and non-verbal cues. Subliminal persuasion helps negotiators tap into these deeper layers of influence to drive better outcomes while preserving relationships.

This 2-day program explores the psychology behind high-impact negotiation and teaches practical subliminal techniques to guide decisions, overcome resistance, and build rapport. Participants will learn how to ethically influence counterparts through storytelling, framing, emotional priming, and subtle behavioral cues—all grounded in trust and strategic clarity.

Objectives

By the end of this course, participants will be able to:

- Understand how subconscious factors influence negotiation outcomes
- Apply subliminal persuasion techniques to strengthen their negotiation position
- Use body language, tone, and framing to guide decisions subtly and ethically
- Read emotional and non-verbal signals from others to adjust strategy in real-time
- Build trust and rapport to secure favorable and sustainable agreements

Why Attend

- Learn how to gain the upper hand without confrontation or hard tactics
- Influence outcomes even when you don't have formal power
- Enhance your negotiation confidence and emotional control
- Become more persuasive while maintaining integrity and professionalism
- Equip yourself with tools used by top negotiators, diplomats, and influencers

Target Audience

This program is designed for:

- Business negotiators and procurement professionals
- Sales, marketing, and commercial leaders
- Project managers and client-facing executives
- HR professionals managing contracts, compensation, or disputes
- Anyone involved in formal or informal negotiations

Individual Benefits

Key competencies that will be developed include:

- Subconscious influence and behavioral framing
- Verbal and non-verbal persuasion
- Emotional regulation and response control
- Relationship-based negotiation strategies
- Confidence and strategic adaptability under pressure

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger, trust-based negotiation outcomes
- Faster agreement cycles and fewer disputes
- Reduced conflict escalation during stakeholder interactions
- Improved supplier, client, and partner relations
- Enhanced reputation for ethical and effective negotiation

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Influence psychology and modern negotiation science
- Case Studies - Real negotiations using subliminal persuasion tactics
- Workshops - Roleplay scenarios, body language labs, and emotional reframing
- Peer Exchange - Experience sharing and influence coaching
- Tools - Persuasion scripts, priming templates, and trust-building checklists

Course Outline

Training Hours: 07:30 AM - 03:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Break: 01:00 - 02:00

Day 1: Persuasive Foundations in Negotiation

- Module 1: The Hidden Psychology of Influence (07:30 - 09:30) • Decision-making and the subconscious mind • Biases, heuristics, and emotional triggers • Ethical influence: credibility and perception
- Module 2: Framing and Priming for Agreement (09:45 - 11:15) • Using positive framing to shape concessions • Anchoring, contrast effects, and suggestive language • Priming for confidence, cooperation, and trust
- Module 3: Body Language and Subliminal Cues (11:30 - 01:00) • Facial expressions, gestures, and vocal patterns • Matching and mirroring to build rapport • Spotting resistance and disengagement
- Module 4: Workshop - Influence Mapping Exercise (02:00 - 03:30) • Team simulation to identify influence strategies for case scenarios

Day 2: Applying Influence in Negotiation Scenarios

- Module 5: Reading and Redirecting Emotions (07:30 - 09:30) • Emotional intelligence in high-stakes conversations • Handling defensiveness and objections subtly • Redirecting focus and emotion with influence cues
- Module 6: Storytelling and Suggestive Language (09:45 - 11:15) • Crafting narratives that shift perception and build consensus • Using metaphor and implied meaning to enhance message retention • Creating value in negotiations through narrative
- Module 7: Final Negotiation Simulation (11:30 - 01:00) • Realistic negotiation roleplay using subliminal persuasion • Peer and facilitator feedback on style, delivery, and influence
- Module 8: Action Planning and Wrap-Up (02:00 - 03:30) • Individual influence development plan • Integration into real-world negotiations

Certification

Participants will receive a Certificate of Completion in Subliminal Persuasion for Better Negotiations, certifying their mastery of ethical, subtle, and psychologically grounded influence techniques to enhance negotiation outcomes.

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