

THE EMERGENETICS SERIES

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Emergenetics® is a profiling instrument based on scientific research that indicates that individuals are genetically pre-wired at birth to think and act in certain ways, and these traits change as a result of social and environmental factors, i.e. *emerging* from our life experiences. The combination of *genetics* and experiences intertwine to form recognisable patterns that can be used to improve communication and productivity.

With more than two decades of research and practice, the Emergenetics® Profile provides information on four thinking attributes (Analytical, Structural, Social, Conceptual) and three behavioral attributes (Expressive, Assertive, Flexibility).

Today, Emergenetics® is used by more than 300,000 individuals from Fortune 500 companies, government agencies, corporate establishments, non-profit organisations, and schools from around the world.

Certified to conduct the Emergenetics® Profile and develop programmes based on Emergenetics®, Right Impact Training brings to you the Right Impact Emergenetics Series with the aim of empowering you and enhancing your performance at work and in life. Titles in the series are available as one full day or one half day workshops.



Discover your
natural strengths



Work better
in teams



Understand how
you think and
behave



Make better
decisions

SELLING TO DIFFERENT EMERGENETICS® BRAINS

Know your client. Make the perfect pitch.

With a distinct understanding of the different thinking and behavioural preferences, **Selling to Different Emergenetics Brains** can provide you with the tools to customise your sales pitch to the natural preferences of your clients.

Developed based on Emergenetics®, this workshop provides you with insights into different communication techniques to effectively engage different coloured brains so you can get your message across clearer while building trust and rapport.

Programme Includes:

- A sound explanation of the theories behind Emergenetics®
- Strategies on making successful sales pitches

Methodology

Experiential learning that allows participants to acquire skills through a good mix of classroom delivery, hands-on activities and personal reflection.

This programme is for you if you wish to:

- Gain insights into the different thinking and behavioral preferences
- Understand your clients' thinking and behavioural preferences
- Learn to deliver the sales pitches that cater to different thinking and behavioural preferences
- Learn to build trust and rapport with your clients

Pre-requisite

Competency in English

Programme Duration

Full Day/ Half Day

Selling to Different Emergenetics Brains can be tailored to meet your organisation's objectives. Speak to our programme manager to find out more.

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