



## Influencing & Persuasion in Business

delivered by:



### Programme Overview

This course will help you bring people around to your way of thinking, reducing resistance to new ideas and eliminating conflict. Delegates will learn how to build rapport more easily by utilising appropriate communication styles and they will practice persuasion techniques for dealing with difficult people and situations. Often people do not understand why their communications do not achieve the desired result. Instead of agreement and enthusiasm, there is misunderstanding, indifference or even hostility. Success in influencing and persuading comes from understanding and reacting appropriately.

### Programme Objectives

During this course you will learn:

- Why people buy products, services and ideas
- Why and how to see the relationship from the buyer's point of view
- The skills needed to be more persuasive and exert more influence
- Understand what assertive behaviour is and be able to act assertively when dealing with others
- Increased confidence to make you more effective in handling different people and situations
- An understanding of different communication styles, and how to adapt your own when necessary
- More success in negotiations
- Strategies to state your case convincingly
- Improved questioning and listening skills
- Use new skills and understanding to deal with conflict, anger and criticism
- Be able to make better decisions and act upon them effectively

### Course suitable for

This course is for anyone who needs to build a relationship within their organisation in order to get colleagues on side. The course will teach you the principles of persuasion and influence; how to create empathy with work colleagues; how to reduce conflict; how to persuade people to your point of view and improve all your working relationships. It is designed to help anyone who needs to influence people, whether it be internally within an organisation or externally where ideas need to be put across in the most persuasive way.

**Duration:** 2 days



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#### Understand persuasion

- First impressions – how they're formed and how to form a good one
- The characteristics of a successful persuader
- Moving from a push to pull style of persuasion

#### Persuasion and influence

- The difference between persuasion and influence
- How to be more persuasive and influential
- How to assert our rights and achieve a win/win

#### Explore what others want

- Understanding the implications for the other person
- Effective questioning techniques
- Realise the values and motivations of others
- Hone your listening skills and overcome barriers to active listening
- The role of empathy and how to create it
- The difference between manipulation and motivation

#### Communication Style

- Choose from a range of communication styles dependant on the situation
- Learn to respond to rather than react
- Understanding learning styles and using these to structure and deliver messages more effectively to others

#### Coping with Anger, Stress and Criticism

#### Running a problem solving meeting

- How to state your case persuasively
- Controlling and facilitating discussion to achieve results

**Maximum number of delegates: 12**

**Cost: Members - 2.5 units, £375 +VAT  
Non-members - £562.50 +VAT**

To register please email the Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)