

Influence and Persuasion

“Learn how to improve your ability to influence, persuade and reach agreement.”

Why you should attend this training course

You learn

- Proven skills and techniques for influencing, persuading, and negotiating others.
- Increased confidence and clarity when explaining your ideas and proposals
- How to stay focused on key objectives in challenging conversations

Key learning points include:

- A structured and proven approach to influencing others.
- Persuasion skills to better present your ideas and plans.
- Enhanced and easier conversations, presentations, and proposals.
- Advanced questioning skills and techniques, for building your case.
- Proven ways to overcome and reduce objections and push-back.
- Techniques and skills for improved negotiation and closing



How you will benefit

The course is ideal if you are looking to refresh and extend your skills and knowledge of influence and persuasion.

About the trainer and course format

This course will be delivered by an experienced trainer with a real expertise and knowledge in all the subject area. The course will be informal, engaging and include many practical activities.

Live online half-day training course: £95 plus VAT per person. £195 per person for one-day classroom workshop, minimum three participants, plus travel costs.

email@brilliantcs.co.uk

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Course outline

- ✓ Two 90-minute modules live online or one day onsite workshop
- ✓ Experienced trainer with in-depth subject matter expertise.
- ✓ PDF manual for reference.



Influence and persuasion core skills

- Setting SMART goals linked to your personal aspirations
- Identifying objectives, currencies, positions, and common ground
- Robert Cialdini's 'The Psychology of Persuasion' and behavioural building blocks

Tactics to reach agreement and present your ideas well

- Use social styles to positively impact your personal influencing situations
- The difference between push and pull in your communication style
- Explain the four processes for successful influence and persuasion
- Achieving a BATNA – a range of skills and techniques you can use

Persuading through involvement

- Higher-level questioning techniques to investigate and solve problems
- Listening to lead – active listening and structuring your conversation
- Repeating, paraphrasing, and reflecting and reframing
- Verbal and non-verbal techniques

Learning summary

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