



## Persuading & Influencing Skills

*Duration: 1 day*

### Course Overview

Welcome to the "Persuading & Influencing Skills" masterclass! This dynamic workshop is designed to equip participants with the essential techniques to become persuasive communicators and influential leaders. In today's interconnected world, the ability to persuade and influence others is a valuable skill in various personal and professional situations, such as negotiations, sales, leadership, and teamwork.

In this training, you will learn effective persuasion strategies, the psychology of influence, and communication techniques to engage and motivate others. By the end of this programme, you will have the confidence and competence to navigate diverse social interactions, build strong relationships, and gain buy-in from stakeholders. Whether you are a sales professional, team leader, manager, or individual contributor, this programme will empower you to drive positive change and achieve success through persuasive and influential communication.

Join us for an interactive and practical learning experience that will transform the way you communicate and enhance your ability to influence others positively.

### Who should attend?

This programme is ideal for professionals from all industries and roles who want to enhance their persuasion and influencing skills. Whether you are a salesperson, marketer, team leader, project manager, or aspiring leader, this training will benefit you if you seek to improve your ability to communicate persuasively and influence others positively.

### Context

In this course, you will learn effective persuasion strategies, the psychology of influence, and communication techniques to engage and motivate others. By the end of this programme, you will have the confidence and competence to navigate diverse social interactions, build strong relationships, and gain buy-in from stakeholders.

### How certification is earned

Upon successful completion of this course, you will be awarded a certificate of attendance from Expleo Academy.

### Prerequisites & pre-reading guidelines

There are no specific prerequisites for this course.

### Related courses

Attendees may also be subsequently interested in

- Developing Negotiation Skills

### Course Objectives

On completion of this training, attendees will be able to:

- Understand the Principles of Persuasion and Influence:
  - Identify the key principles and psychology behind effective persuasion.
  - Recognise the power of influence in various personal and professional contexts.
- Develop Effective Persuasion Strategies:
  - Apply persuasion techniques to build strong arguments and appeals.
  - Craft persuasive messages that resonate with different audiences.
- Enhance Communication and Presentation Skills:
  - Employ effective communication techniques to engage and captivate listeners.
  - Use storytelling and emotional intelligence to influence emotions and decisions.
- Build Rapport and Trust with Others:
  - Employ relationship-building techniques to establish trust and credibility.
  - Adapt communication style to connect with diverse personalities.
- Handle Resistance and Objections:
  - Identify common sources of resistance and objections.
  - Develop strategies to overcome resistance and gain buy-in.
- Implement Ethical Influence and Leadership:
  - Embrace ethical practices in persuasion and influence.
  - Use influence to foster collaboration, inspire action, and lead with impact.

## Course Outline

### Introduction to Persuasion and Influence

- Understanding the significance of persuasive communication and influence
- Identifying key principles and psychology behind effective persuasion

### Developing Persuasion Strategies

- Applying persuasive techniques to build strong arguments and appeals
- Crafting persuasive messages for different audiences

### Enhancing Communication and Presentation Skills

- Employing effective communication techniques to engage listeners
- Utilising storytelling and emotional intelligence to influence emotions and decisions

### Building Rapport and Trust with Others

- Employing relationship-building techniques to establish trust and credibility
- Adapting communication style to connect with diverse personalities

### Handling Resistance and Objections

- Identifying common sources of resistance and objections
- Developing strategies to overcome resistance and gain buy-in

### Implementing Ethical Influence and Leadership

- Embracing ethical practices in persuasion and influence
- Using influence to foster collaboration, inspire action, and lead with impact

Enhance your persuasive and influential skills through this transformative masterclass and unlock your potential to drive positive change and achieve success in your personal and professional interactions. Join us to become a confident and influential communicator who makes a lasting impact on others.

### Training Methodology

This masterclass adopts an interactive and experiential approach. Participants will engage in role-plays, group discussions, real-life case studies, and practical exercises to apply persuasion and influence concepts in diverse scenarios. Trainers with expertise in communication and leadership will provide personalised feedback and guidance to enhance participants' persuasive and influential skills. The training will foster a supportive and collaborative learning environment, allowing participants to practice and develop their skills effectively.

## Contact

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