Powerful Persuasion and Influence Techniques

Course Specification

Course Description
The most successful influencers know how to trigger cooperation and desirable outcomes, whether one-on-one or with an audience. In this high-impact, research based workshop, we will show you the secrets they know and the key factors that lead to ethical persuasion and influence. We’ll explore how the mind filters messages with an emphasis on the psychology of persuasion. You’ll leave empowered with the tools to best present your ideas and recommendations to receive optimal support.

Course Outline
- Major Factors in Human Influence
- Overview of Psychology of Persuasion
- Determining What People Want*
- Establishing Likability and Trust
- Linguistic Techniques for Building Agreement
- Message Framing Exercise*
- Asking the Right Questions to Get the Right Answers
- The “Give/Get” cycle – Maximizing the Concept of Worthy Intent
- Developing Appealing Value Propositions
- Preparing and Delivering Messages to Appeal to Different Personality Types
- Hands-on Lab - Recognizing and Adapting to Varied Audiences*
- The “Must-Know” Body Language Techniques
- Bringing the Elements Together for Success  
  *Exercises are condensed for Half-Day Session

Course Duration – ½ Day or One-Day Workshop
Price - $ 597 USD (½ Day) $ 797 USD (1 Day)

Course Part Number – TCW-PIT-CDW (½ Day)
TCW-PIT-SDW (1 Day)

Who Should Attend - This course is designed for Client Facing Professionals (CFPs), sales and leadership professionals, and those responsible for creating a shared vision

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After completing this comprehensive training, you will have the necessary skills to:

- Establish trust and rapport
- Generate a positive first impression
- Frame your message to gain support
- Build consensus
- Overcome objections and resistance
- Create goodwill and emotional connections