

Many of us under-estimate how many opportunities we have in our daily lives to influence or persuade people. We may be selling an idea or service, contributing as a team member, or simply trying to persuade others to see things from our point of view. This practical workshop will offer tips on how to establish good working relationships so that other people are receptive to your input and willing to consider your contributions. The course helps you build on existing skills when influencing others – and explores techniques to improve your confidence and credibility.

Your Workshop Leader: Catherine Bowie

LEARNING OUTCOMES

By the end of this course delegates will:

- understand the qualities and skills needed to influence others
- have enhanced their communication skills and influencing technique
- recognise the skills and importance of building trust, creating rapport and achieving a mutually beneficial outcome
- explore ways of overcoming objections when dealing with others
- improve self-awareness and self-confidence

KEY TOPICS

- Influencing styles
- tailoring your approach to different styles
- characteristics of the four influencing approaches
- importance of positive thinking and how this influences your communication style
- practical scenarios and action planning

WHO SHOULD ATTEND

Anyone who needs to know how to sell important projects, persuade colleagues to provide needed resources, create satisfactory working relationships, and, in turn, give thoughtful responses to requests associates make of you.

Outline Programme

Welcome and Introductions

Your influencing ability

- qualities and skills needed to influence others
- identifying your current influencing style

The Four Influencing Approaches

- adapting your style to suit the individual

Confident Communication Skills

- the art of building rapport through communication
- convincing language and how to create trust

Practical Session

- an opportunity to practise techniques

Lunch break

Checking our own behaviour

- improving the quality of our thoughts
- visualisation techniques

The Persuasion Model

- how to offer your proposal and overcome objections
- what's in it for them: features, advantages and benefit statements

Practical Session

- an opportunity to practise techniques

Action Planning and evaluation

Close of Workshop

Note:

It is a pre-requisite that participants to this workshop have already attended 'Assertiveness at Work' or have had training in assertiveness skills.



COMMUNICATE

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