

Advanced Influencing Skills

Duration:

Two days

Objective

This programme is designed to provide delegates with the ability to construct a persuasive and compelling argument and to be able to present it with authority and confidence. The programme is designed utilising techniques derived from Neuro Linguistic Programming (NLP) that will enable you to construct a business proposition and present it in a fashion that captures the imagination of your audience. Throughout the two days, delegates will explore tools and techniques that can help them prepare the basis for their proposal with informal 'corridor' or 'elevator' conversations, develop rapport with their counterparts and defuse tension and disagreement.

Contents

The inner game of influencing
Developing self-control
Generating Rapport
Assertive communication techniques
The Power of Persuasion
Specifying clear outcomes
The Decision Making Unit (DMU) and the Relationship Analysis
Choosing your Power Base and establishing your credibility
The Four P's business case - Means of Presentation
Deliver the business case

Who should attend

This course is specifically designed for individuals who have an understanding of influencing skills and are keen to develop their style and technique. It will be of real benefit and value for senior level management, experienced sales-people and managers of projects.

Course benefits

Gain an insight into the golden rules and guiding principles of effective influencing
Learn a tool box of various persuasion strategies
Deal with questions with confidence and a natural sense of authority
Understand and appreciate the power of 'networking' and getting people to listen to your points of view
Find your own unique, elegant style to demonstrate your point clearly and concisely

Additional information

Learn practical tools that will help persuade people to 'buy in' to your ideas, suggestions and proposals.

Certificates

All delegates who attend this course will be provided with Certificates of Attendance.

Trainers background

The trainer of this course has a wealth of experience delivering Emotional Intelligence and Neuro Linguistic Programming and has been successfully delivering Management and Leadership based training programmes for over 24 years.