



Your Needs:

"This outline is a guide to the content of a typical course. In practice, all courses can be customised to meet specific needs and can be run at a time and place to suit you."

Accelerated Learning:

"We run our events using an appropriate mix of group discussions, practical exercises and case studies, supported by short tutor-led sessions."

What You Get:

"As standard, we provide a full set of reference notes, equipment (for IT training) and ongoing support (in case you have any questions afterwards)."

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Influencing and Persuading

(1 day)

"If you can influence and persuade others then you have the ability to secure a better future for both you and your organisation."

Benefits of attending this course...

Being able to influence and persuade others is a valuable communication skill which has many benefits for both the individual and the organisation. With these skills you can help lubricate the wheels of change, motivate others to take action and conclude negotiations that might otherwise stall.

The purpose of this course is to explore the skills that are needed to influence and persuade others and to develop a strategy for implementing these skill once back at work.

Who is it for?

Anyone who needs to get their message across, negotiate successfully and inspire others to take action.

Objectives

By the end of the training you will be able to...

- ✧ Describe the benefits to you and the organisation of being able to influence and persuade others.
- ✧ Demonstrate an understanding of the key communication skills needed to influence and persuade.
- ✧ Negotiate more effectively.

Content

- ✓ The benefits of being able to influence and persuade others.
- ✓ The power of assertive behaviour (and the drawbacks of behaving either passively or aggressively).
- ✓ Adopting appropriate methods of communication - verbal, vocal and visual.
- ✓ Developing your listening and questioning skills.
- ✓ How to prepare a convincing argument that will inspire others to action.
- ✓ Building rapport with others (and the benefits this confers).
- ✓ Key elements that underpin every successful negotiation.
- ✓ Action planning – what will you do differently?