

Influencing Skills to Power Up Persuasion

提高影響力以加強說服力

MEDIUM : English / Cantonese COURSE CODE : IFSP

Persuasion gets one to sell ideas. To get buy-in from customers, bosses, peers and subordinates, one needs to adapt to their real needs. To be able to adapt and connect to speed up the result, influencing both the functional and the psychological aspects of communication will make a difference in getting higher results. The participants will learn:

- An awareness of how to build on their own strengths
- Influence as an accelerator of persuasion
- Difference between persuasion, influence and manipulation
- Drivers which get people to say yes
- Motivation of the conscious and unconscious mind
- Communication models to connect with the conscious mind
- Impact to connect with others on the unconscious level with body language and voice
- Ideas selling presentation
- Assertiveness at negotiation

Target Audience

Those who would like to communicate with impact

Course Outline

1. Influence vs Persuasion

- Define influence, persuasion versus manipulation
- Discover your potential to influence
- Focus on the ability to get a "yes" from others

2. Connect with the Technical and Psychic Levels

- Understand how information is processed by the conscious and unconscious mind
- Know the importance of driving others through knowing their real needs
- Realise the verbal and non-verbal tools

3. Connect to Feelings and Logic

- Discover ways to build rapport with 'why'
- Practise a template to convey a message
- Adapt approach to bosses, clients, peers and subordinates

4. Create High Impact with Verbal and Non-Verbal Language

- Practise a transparent yet tactful language
- Learn how to build trust and liking with body language
- Reckon the secret of intonation and pausing in voice

5. Get a Yes with Influence Drivers

- Be aware of the top-rated drivers for a 'yes'
- Engage in a debate to experiment the usage
- Discuss how to apply to case examples

6. Pitch Audience Interest with Listening and Selling

- Learn the cascading method in listening and probing to discover real needs
- Engage in an activity to know the technique in matching message with needs
- Practise a model to deepen the selling effect

7. Negotiate Differences with an Achievement Direction

- Find overlapping interest
- Practise a model that creates open discussion
- Focus on getting your outcome