

Influencing Skills to Power Up Persuasion 提高影響力以加強說服力

MEDIUM : English / Cantonese COURSE CODE : ISPP DURATION : 1 day

How to Double the Results of Getting a 'Yes'

Persuasion enables one to sell ideas. To get buy-in from customers, bosses, peers and subordinates, one needs to appeal to their wants and needs. Influence is implicit as the audience is inspired by the credibility of one's subtle behaviours. Influence speeds up persuasive efforts to get a "yes" from others. The participants will develop the following skills in the workshop:

- An awareness of building 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 and influence with impact

Course Outline

1. Influence versus Persuasion

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

2. Connect on the Technical and Psychic Levels

- Understand how information is processed by the conscious and unconscious mind
- Know the importance of engaging others by appealing to their needs
- Master 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 credible 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'
- *Practise* the power of reciprocation, commitment consistency, testimonial and authority
- *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 optimise the selling effect

7. Negotiate Differences with an Achievement Direction

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

