

Influencing, Persuading and Negotiating

Duration: 1 day

Confident, successful business people use skills to influence the behaviour, performance and thoughts of others. They are able to act as a catalyst to compel others to make changes. This course has been designed to assist delegates to explore and enhance their personal communication skills.

Who should attend this course?

Individuals wishing to develop their personal communication skills, and to be able to influence actions, persuade others and negotiate for positive outcomes.

Course Objectives

Upon completion of this course participants will be able to:

- Demonstrate the ability to persuade others to take action
- Build effective and lasting business relationships
- Identify key techniques required to become more assertive
- Negotiate effectively to get best results

Optional: Use of professional actors for role plays and practical activities

Course Outline

Communication Skills

- Types and levels of communication
- Recognising the reasons for poor communication
- Using verbal and non-verbal communication skills effectively

Assertive Communication

- How to convey your ideas in a direct and positive manner
- How to say 'no' effectively
- Using positive body language
- Adopting assertive language
- How to get your ideas accepted

Influencing Others

- The theory of 'Transactional Analysis'
- Influencing thoughts and ideas
- Influencing actions and plans

Persuading Others

- Demonstrating confidence
- Selling ideas and concepts
- Building a powerful case
- Soliciting the right answer

Negotiating

- The 4 phases of negotiation
- Setting objectives
- Bargaining
- Compromise and closure