

THE IN-HOUSE TRAINING COMPANY

Natural persuasion and influencing skills

Overview

This two-day workshop explores the science and the art of influence and persuasion by focusing on three fundamental aspects of the process:

- Developing the awareness of the influencer
- Understanding the person being influenced
- Positioning the proposition with elegance and good intention

At the end of this programme participants will be able to take a relaxed and conversational approach to the process of influence and persuasion within a proven framework of simple principles.

Training objectives

The aim of this programme is to help participants:

- Understand the nine types of 'influencer' and 'influencee', so that they can avoid counter-productive behaviours
- Access an effective frame of mind at any moment in time to create the opportunity to influence another person
- Maintain emotional detachment from the outcome
- Change their perspective, 'on the spot', to improve their influencing skills
- Identify the six pieces of information they must know before they can influence a person
- Understand the three principles that create a good proposition
- Master the five keys to structuring their communication and interactions
- Understand, and use, 'convincer' strategies
- Position and present their case to effectively influence someone
- Appreciate the art of influence – the five Cialdini Principles, the secrets which every influencer should know and apply

Audience

This programme is ideal for:

- Senior and middle managers needing to influence their teams, their Directors / Boards and their clients / customers / suppliers / others
- Sales teams
- Customer service teams

Format

This two-day course is based upon a series of short lecture sessions with extensive personal practice. Group discussions are frequently used to identify personal experiences of good and bad influencing practices. Expert trainer feedback enables participants to develop workable personal action plans for improved confidence and performance.

If required, a one-day version of this programme can be provided instead, although the learning would be significantly diminished without so much emphasis on the practice sessions.

The expert trainer

Anne is an outstanding trainer with over eighteen years' experience working in major 'blue chip' organisations. After leaving her Regional Sales Management role within Barclays Bank in 2000, Anne set up her own consultancy working with organisations including GlaxoSmithKline, Halifax Bank of Scotland, Sun Microsystems, WH Smith and many more.

She published her first book in December 2004 and in 2005 the RC60™ ('Results Coaching in 60 Seconds') training courses were accredited by the Institute of Leadership and Management (a division of City and Guilds, a national awarding body). This has allowed her and her growing team to provide unique and internationally recognised qualifications in the fields of performance coaching and the development of coaching cultures.

Her experience to date has given Anne with an opportunity to use her now well honed influencing skills to secure business with key organisations and speaks from experience at the front of a room. Her practical, 'real-world' approach, combined with her outstanding performance coaching skills, enable her course participants to develop their skills quickly yet sustainably.

Anne's training generates stunning feedback, as the following examples show:

'RC60™ is the most flexible coaching tool I've come across to date. As a tool it has enough structure in order to get results and can be used in a fresh way every time. A fantastic experience – definitely worth the time.'

Jo White, Halifax Bank of Scotland plc

'We improved our sales performance by 362% in eight weeks. This is probably the best course I have ever been on.'

Bruce Rioch, Barclays Bank plc

'I like the simple but focused approach to coaching that you advocate and it works. I can't believe it. A coaching session that usually takes me 45 minutes has just taken less than 5 AND I got a better result.'

Philip Parker, Sun Microsystems

'I would recommend this programme to anybody in any walk of life with any type of work role. Excellently delivered, with style, humility and genuine enthusiasm.'

Carl Johnson, Bluewater Shopping Centre

'I think it's absolutely amazing. I've never seen anything like it. It's so different and interesting. I look at people so differently. I've got so much information that is so useful and is going to make me succeed and all my coaches succeed. We are going to be the best in the area! Those who don't go for this course don't know what they are missing!'

Halifax Bank of Scotland plc

Course outline

1 Welcome and introduction

- Participants are welcomed to the programme and invited to share the challenges they are facing when in a position to influence or persuade another person/s
- Three principles that create a good proposition that you wish to influence on – how you can make sure your point of view stands the best chance of being adopted by the person you are seeking to influence

2 It's all about who you are 'being' when influencing and your deepest intention for the other person

- Nine types of influencer (and nine types of 'influencee')
 - Discovering how you are at your best when persuading and influencing someone and what is likely to trip you up
 - A simple model for identifying the different types
- Integrity and intention
 - Ensure each and every encounter provides win / win outcomes for both 'influencer' and 'influencee' by preparing yourself effectively in advance
- Accessing an effective frame of mind at any moment in time to influence another person
- Maintaining emotional detachment from the outcome

3 The influencing process in detail

- Five keys to structuring your communication and interactions
- Six pieces of information you must know before you can influence a person
- Understanding and utilising convincer strategies – presenting your proposition effectively can only happen by knowing what you need to discover about your 'influencee'

- How being able to immediately change your perspective can improve your influencing skills
- Knowing how you can help the other person
- Making the experience work for both you and the other person by building a strong relationship them and maintaining rapport at all times

4 Presenting compelling propositions

- Allowing the other person to overcome their own objections up-front by asking the right questions
- Keeping your 'influencee' open to your presentation by positioning benefits and features, not features and benefits
- Increasing the probability of their accepting your proposition by using all appropriate representational systems

5 Allowing the other person to adopt your point of view themselves

- Having them overcome their own objections by asking good questions
- Closing the process more easily and quickly by recognising and acting upon specific acceptance signals
- Increasing the chances of success by knowing and accepting their 'convincer' strategies

6 Practice sessions

- Participants will be given the opportunity to practice their influencing skills, using video as a feedback mechanism and as a record of their experience and learning

7 Conclusion

- Questions and answers
- Course review
- Sustaining your skills development after the programme
- Making good use of additional resources

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**TO DISCUSS YOUR TRAINING REQUIREMENTS
PLEASE CALL 01582 469080**

<http://www.in-house-training.com>

Email: info@in-house-training.com