

learning  
equals  
development

## EQV Course Outline



■ Influencing & Persuading

■ 1 Day

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# Influencing & Persuading (1 Day)

## Business Benefit

It is not just sales people who need to be able to influence and persuade others. Practically everyone in an organisation needs to be able to use these skills from time to time. For some employees they are a vital tool to doing their job effectively. Good influencing and persuading skills lead to greater co-operation between employees and reduce conflict and stress. This course is designed to develop those skills and achieve 'win/win' outcomes as a result.

## Who Should Attend?

Anyone who would benefit from a greater ability to influence and persuade at all levels in the workplace.

## Learning Objectives

*By the end of this course  
you will be able to...*

- Describe the differences between persuasion, influence and manipulation.
- Demonstrate the essential skills of persuasion.
- Describe the importance of trust and credibility.
- Demonstrate effective questioning and listening skills.
- Describe the three tiers of influencing.
- Plan your negotiation and create 'win/win' outcomes.
- Create a personal implementation plan.

## Course Content

- Persuasion versus Manipulation
- 'The Persuasion Structure'
- Demonstrating confidence in expression
- The skills of assertiveness
- Influencing techniques
- Defensive positions – the hidden agenda
- Managing objections
- Action plans

## You may also be interested in

Assertiveness, Communication, Assertiveness and Confidence Building, Negotiation

## Training Locations

Leicester, Sheffield, Liverpool, Manchester, Basingstoke, London

2011  
Jul 15  
Aug 16  
Sep 14  
Oct 14  
Nov 11  
Dec 12

2012  
Jan 13  
Feb 13  
Mar 13  
Apr 16  
May 15  
Jun 18  
Jul 16  
Aug 13  
Sep 09  
Oct 29  
Nov 29

Price:  
**£395**  
per person

## The EQV Promise

We ensure that our courses are well received and are delivered by trainers that have actual commercial competency in their chosen subject.

Not only is this essential for our accreditation purposes but it ensures that the trainers will be able to include relevant experiences they themselves have learnt from. This generates appropriate engagement and empathy in the training environment.

When the course is completed we will report back to you about how the training has been received and can indeed evaluate the training right from start to finish after the skills transfer period. This information can come from your account manager who is your main point of contact at all times.

## The EQV Experience

Our training courses take the attendee on a journey of learning and development. Throughout the course everyone is engaged in a stimulating and participative way.

Our courses are designed to encompass many different kind of learning activities making sure they appeal to different natural styles of learning that individuals have.

Activities may include a selection of syndicate work, discussion, pair work, case studies, games, role play, quizzes and presentations.

During the event an individual works on their own implementation plan so that they have a clear plan of how they are going to support their own skills transfer back in the workplace. Whilst it is important for the attendees to enjoy the workshop we want to ensure they apply as much as possible back in the workplace.

## Our Training Centre

Set in the heart of beautiful rolling Leicestershire countryside, our idyllic training facilities not only provide attendees with the perfect environment to concentrate on their individual learning experience but also provide the practicality of ample parking and fully designed and equipped training rooms.

You will be greeted upon arrival by our training co-ordinator who is your point of contact throughout the day should have any specific queries.

A delicious buffet lunch is provided, catering for a variety of dietary needs.

## What Delegates Say about this course

*"Highly Recommended"*

*"Tutor was flexible in his approach to our requirements"*

*"Well presented"*

