



Influence and Persuasion

Course Overview

Many people never realize how much influence they actually have, despite how often they use it. These people capitalize on persuasion in sales settings, negotiating raises, adopting change, or making effective decisions. This will help you develop the skills to apply controlled influence and persuasion in these areas and more. You will develop the following skills:

- How persuasion differs from manipulation.
- How to apply techniques of persuasion and influence.
- Getting persuasive conversations and presentations underway.
- Using storytelling techniques to extend influence, and more.

Course Outline

How to Use This Guide

Session One: Course Overview

Session Two: Understanding Persuasion

1. How Persuasion Works
2. Pre-Assignment Review

Session Three: Preparing to Persuade

1. Pushing and Pulling
2. Communicating with Confidence
3. Frame of Reference

Session Four: Getting Off on the Right Foot

1. Building Rapport
2. Matching and Mirroring
3. Pacing
4. Leading

Session Five: Presentation Strategies

1. Five Points for Any Presentation
2. Preparing with the Five S Pattern

Session Six: Using Stories to Persuade

1. The Importance of Story
2. Storytelling Time

Session Seven: Using Neuro Linguistic Programming

1. Defining Neuro Linguistic Programming
2. A Brief History
3. Understanding Common NLP Terms
4. Embedding Positive or Negative Commands
5. Influencing Outcomes



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Recommended Reading List
Post-Course Assessment
Pre- and Post-Assessment Answer Keys
Personal Action Plan