



## Workshop Overview

This course is all about learning how to bring people around to your way of thinking, reducing resistance to new ideas and eliminating conflict. Delegates will learn how to build rapport easily by utilising appropriate communication styles and they will practice persuasion techniques for dealing with difficult people and situations.



## Benefits

This course will help delegates develop powerful and compelling techniques to win people over. By attending you will gain the skills and qualities to be more persuasive, confident and to handle different people and situations more effectively by understanding the different communication styles, including your own and others.

## Outcomes & Content

- ✓ Understand persuasion
- ✓ Develop a pull rather than push persuasion style
- ✓ Prepare to persuade
- ✓ Build trust and credibility
- ✓ Overcome obstacles
- ✓ Change views and perceptions
- ✓ Learn the importance of non-verbal communication
- ✓ Explore what others want through listening
- ✓ Overcome resistance and conflict
- ✓ Choose from a range of behavioural options
- ✓ Use emotional intelligence to your advantage
- ✓ Negotiate for a win-win situation
- ✓ State your case persuasively



## Who should attend ?

The workshop would suit anyone who needs to build relationships within their organisation to get colleagues on side and for those in a sales or account management role who are dealing with potentially difficult customers or situations.

