

# Reed-Robbins Performance Solutions



## *The Secrets of* Influence & Persuasion

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[www.reedrobbins.co.uk](http://www.reedrobbins.co.uk)

# The Secrets of Influence & Persuasion



*“First arouse in the other person an eager want. He who can do this has the whole world with him. He who cannot walks a lonely way.” – Dale Carnegie*

## What’s the course about?

This course is designed to give you a more powerful way to communicate, influence and persuade people towards a win-win situation.

You will understand how to set your objectives, create constructive messages and achieve your outcome more easily and effortlessly.

You will understand the key factors required for influence and how to create those factors in your communication, both verbally and non-verbally.

You will understand how to read what people are really thinking and feeling and be able to respond to them with a flexible approach.

## Is this course right for me?

Do you need to be able to form good relationships with people quickly and influence them positively towards a specific outcome?

Do you need to overcome specific challenges with individuals whom you currently find it challenging to communicate with?

Do you need to be able to build long-term relationships with your colleagues and clients as well as persuade new people and sell ideas quickly and easily?

Do you need to be able to convince people to change their minds without arguing or losing rapport?

Do you want to understand how influence works and feel more in control of the process?

# Influence & Persuasion



## What you will gain:

This course is designed to give you a deep understanding of what influences people and how to gain a powerful relationship of influence with client, colleagues and everyone around you.

You will learn how to rapidly connect with anyone at an unconscious level in order to create trusting and mutually beneficial relationships.

You will learn the 3 basic needs that drive all of our behaviour and underpin everything we do. You will learn how to use these drivers to build emotional equity with people in order to influence and motivate your team.

You will also learn the power of perspective and how to change people's opinions without ever disagreeing.

**Pre-requisites?** None

## Checklist:

- Suitable for: Junior/Senior
- Length: 1 day
- Bespoke available

## 1-Day Course Outline

### The Secrets of Influence:

- The principles of success and getting your outcomes.
- The difference between positive and negative influence.
- The keys to influencing people.
- First impressions and subliminal influence.
- Verbal, non-verbal influence and mind-reading,
- Building & Maintaining Rapport.
- Perceived Self Interest and building Emotional Equity.
- The 3 Basic Emotional Needs and using them to motivate.
- Long vs short term influencing strategies.

### Persuasion:

- Choosing your communication style.
- Avoiding conflict. Seeing things from the other person's perspective.
- Changing people's minds effortlessly and selling your ideas.
- Re-labelling people and yourself for immediate change.

### Peak Performance Principles:

- Setting and achieving your future outcomes
- Influencing yourself and managing your state.
- Summary, next steps and future plans.



# Getting in touch...



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[www.superpowerschool.co.uk](http://www.superpowerschool.co.uk)

- Performance Psychology
- Influence and Persuasion
- Communication Skills
- Presenting Skills
- Coaching for Managers
- Cultural Change Programmes
- NLP Practitioner
- NLP Master Practitioner
- Leadership Programmes
- Management Programmes