

COURSE OUTLINE

Module 1: Foundations of influence and persuasion

- Understand the psychology of persuasion
- The principles of influence (Robert Cialdini)
- Ethical considerations in influence

Module 2: How effective communication increases your influence

- Verbal and non-verbal communication skills
- Craft persuasive messages – Make it tangible and easy to imagine
- Communicate with confidence

Module 3: How to build rapport and trust

- Techniques for establishing rapport
- The role of empathy in persuasion
- How to develop credibility and trust

Module 4: Strategies for positive interactions

- Techniques for overcoming resistance
- Use questions and listening skills to persuade
- Get people to say “yes”

Module 5: Advanced persuasion techniques

- Elements of persuasion: Personalisation, Emotional appeal, Sensory appeal, urgency.
- Storytelling as a persuasive tool
- Four steps: Diagnose the pain, Differentiate your claims, Demonstrate the gain, and Deliver to the primal brain.