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PHOENIX TS

Influence and Persuasion Training

This 1-day, instructor-led training course will help participants develop the skills to apply controlled influence and persuasion.

Course Overview

This 1-day Training dives into these main topics:

- 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

Course Outline

Overview

- Deciding when to use persuasion versus manipulation
- Pushing and pulling to influence others
- Techniques for getting persuasive conversations
- Persuasive presentations with the 5 S's
- Storytelling techniques for influence
- Neuro linguistic programming

Understanding Persuasion



Preparing to Persuade

- Pushing and pulling
- Communicating with confidence
- Frame of reference

Getting Off on the Right Foot

- Building rapport
- Matching and mirroring
- Pacing
- Leading

Presentation Strategies

- Five points of any presentation

Using Stories to Persuade

- Importance of story

Using Neuro Linguistic Programming

- Defining Neuro Linguistic Programming
- Understanding common NLP terms
- Embedding positive or negative commands
- Influencing outcomes

Starting at **\$1,095**

ATTENTION

Government Employees & Government Contractors call [240.667.7757](tel:240.667.7757) for GSA Pricing.



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GSA



Price Match Guarantee

We'll match any competitor's price quote. Call us at 240-667-7757.

Included in this **Influence and Persuasion Training**

- 1 days instructor-led training
- Influence and Persuasion Training training book
- Notepad, pen and highlighter
- Variety of bagels, fruits, doughnuts and cereal available at the start of class*
- Tea, coffee and soda available throughout the day*
- Freshly baked cookies every afternoon*
- Eligible for MyCAA scholarship