

# Persuading & Influencing People

Develop powerful and compelling techniques to win people over



**PLUS!**  
Includes  
e-learning & MP3  
follow-up modules

## WHO IS IT FOR?

- Anyone who needs to build relationships within their organisation with confidence
- Or those who need to form strong working relationships with clients and customers
- People who are required to negotiate effectively
- And those who need to adapt their communication style to suit different people and situations

## WHAT WILL YOU GET OUT OF IT?

- Persuasive skills for successful negotiations
- Improved questioning and listening abilities
- Confidence in handling different people and situations
- Insights into emotional intelligence and Neuro-Linguistic Programming

Book now

- ☎ **0800 170 7777**
- ✉ **MORE.INFO@REEDLEARNING.CO.UK**
- 📄 **WWW.REEDLEARNING.CO.UK/PI**

What's more...

CMI accredited



*inspiring leaders*



# Persuading & Influencing People

Two-day course, run  
from six UK venues  
£950 + VAT

On this course you will learn to move from a push to a pull style of persuasion. You'll leave with the skills to state your case assertively and convincingly in both one-on-one and group situations.



## WHO IS IT FOR?

People often choose this course because they want to build a better understanding of other people, and how to adapt the way they communicate in order to influence others successfully. Delegates often come from client-facing job roles and are looking for skills to communicate convincingly with internal or external customers. Delegates are frequently looking for better skills in handling specific workplace challenges, from chairing meetings and presenting to clients to networking with more confidence and being more comfortable in communicating with senior management.

## WHAT IS IT ABOUT?

Stage one – the course  
This has become such a popular programme that we now run it several times each month. The course is about bringing people around to your way of thinking, reducing resistance to new ideas and eliminating conflict. You'll learn to build rapport more easily and will have the chance to practice dealing with difficult people and situations.  
Topics include:

- Self-belief and courage
- Non-verbal communication
- Using emotional intelligence to your advantage

Stage two – MP3 learning bites  
Stage three – e-learning

## WHAT WILL I GET OUT OF IT?

The skills to be more persuasive and exert more influence  
Increased confidence to make you more effective in handling different people and situations  
An understanding of different communication styles, and how to adapt your own when necessary  
Improved self-belief and courage  
More success in negotiations  
Insights into emotional intelligence  
The skills to respond, not just react  
Strategies to state your case convincingly  
Improved questioning and listening skills  
Blended learning modules to extend your learning back into the workplace

## YOUR PLACE OR OURS?

This course works effectively as an in-house programme, which can be tailored to the specific needs and learning objectives of new managers in your business.  
**In-house training is an effective alternative and costs less than you think. Courses can be delivered at your premises (or somewhere else if you prefer), and the solution will fit your organisation exactly.**  
**If you have a group requiring Persuading & Influencing People, call our in-company team on 020 7520 6953.**

## WHAT PAST DELEGATES SAID ABOUT IT:

**"The trainer was possibly the best I have had. Funny and interactive, she exuded common sense."** Amandeep Manget, Senior Hr Advisor, Terrence Higgins Trust

**"Thoroughly enjoyed the course – the trainer made it fun and gave good examples that will stick in my mind. Excellent!"** Rachel Bryant, Customer Contact Manager, Sussex Enterprise

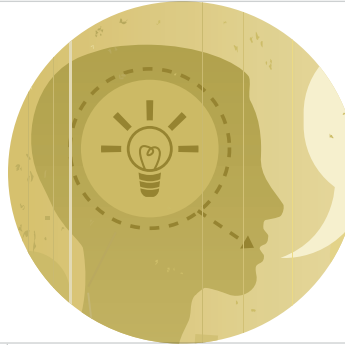


# Course Programme

Courses typically start at 9:30am and finish between 4:30pm and 5pm. Refreshments will be available throughout the day. Lunch and course notes are always included.

PLUS! Includes e-learning & MP3 follow-up modules

Delegates leave with a better understanding of other people, feeling assertive and with the motivation to put their skills to practical use.



**TO DISCUSS WHETHER THIS COURSE IS RIGHT FOR YOU, CALL OUR CUSTOMER SERVICE TEAM ON 0800 170 7777**

## DAY 1: UNDERSTANDING OTHERS AND MAXIMISING YOUR IMPACT

### Registration & coffee 9:30am

#### Understanding persuasion and influence

- How your credibility affects your ideas
- Manipulation and coercion
- Attributes of a successful persuader
- Moving from a push to a pull style

#### Barriers to persuasion and assertiveness

- Strategies for overcoming fear
- Defining aggressive, submissive and assertive behaviour
- The 'fight or flight' reaction
- Understanding perspectives, values and motivations

#### Models of persuasion

- The ABCD of influence
- Different perspectives and how to handle them
- Appropriate, effective and consistent communication
- Applying persuasion models in practice

### Afternoon

#### Overcoming resistance

- Applying structure to effective persuasion
- Use of this structure in the real world
- Six levels of assertiveness that won't compromise others' values
- Using emotional intelligence to your advantage

#### Neuro-Linguistic Programming

- What is NLP?
- NLP strategies that improve communication
- The three V's of communication
- Maximising your personal impact

#### Non-verbal communication

- First impressions and why they count
- The meaning of body language
- Active listening and information leak

## DAY 2 COMMUNICATING, LISTENING AND BUILDING RAPPORT

### Registration & coffee 9:30am

#### Listening

- Barriers to listening effectively
- A structure for active listening
- How the listener controls the conversation
- Empathy and avoiding emotional reactions

#### Communication styles

- Understanding and adapting your style to suit the person
- Jung's matrix
- Applying the model: choosing an approach dependant on style
- Choosing the most appropriate communication medium

### Afternoon

#### Effective negotiation

- What is negotiation
- A structure for effective negotiation
- Conferencing and bargaining for mutual agreement
- Must vs. could vs. should

#### Building rapport

- Greetings, introductions, breaking the ice and building rapport
- Confirming the facts and developing mutual understanding
- Pitching high
- Committing to a plan and following up

#### Consolidation exercise

- Practical application of all key principles from the course
- Practice session and feedback on skills
- Moving forward: choosing the right battles



#### Course title

Persuading & Influencing People

#### Duration & cost

2 Days, £950 + VAT

#### Six venues across the UK

Twice a month

#### Code

PI

Download bite size MP3 training when you book this course.



BOOK NOW 0800 170 7777 OR EMAIL [MORE.INFO@REEDLEARNING.CO.UK](mailto:MORE.INFO@REEDLEARNING.CO.UK) OR VISIT [WWW.REEDLEARNING.CO.UK/PI](http://WWW.REEDLEARNING.CO.UK/PI)

Dull but important – This is your personal code, please quote it when booking

ICB/PI

REED  
LEARNING

Call us to book your place on  
**0800 170 7777** Book online at  
**www.reedlearning.co.uk/pi**

### FOUR MORE GREAT REASONS TO ATTEND OUR PERSUADING & INFLUENCING PEOPLE COURSE

- 1. YOU'LL LEAVE THIS COURSE WITH VALUABLE TECHNIQUES TO APPLY TO BOTH YOUR WORK AND PERSONAL LIFE**
- 2. THIS COURSE WAS WRITTEN IN PARTNERSHIP WITH ROYAL HOLLOWAY, UNIVERSITY OF LONDON AND IS ACCREDITED BY THE CHARTERED MANAGEMENT INSTITUTE**
- 3. ALL DELEGATES WILL GET E-LEARNING FOLLOW-UPS TO SUPPORT THEIR LEARNING**
- 4. THIS COURSE COMES WITH DOWNLOADABLE MP3 LEARNING MODULES**

### SPACES ARE AVAILABLE NOW

You'll find the next scheduled dates online at [www.reedlearning.co.uk/pi](http://www.reedlearning.co.uk/pi) Alternatively, our customer services team are waiting to speak to you on **0800 170 7777** If you prefer, email any questions to [more.info@reedlearning.co.uk](mailto:more.info@reedlearning.co.uk) Call us today to book your place on this course.

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### WHY CHOOSE REED LEARNING?

We are the UK's leading business training company – with **40% more business, management and personal development programmes than any of our competitors**

**Reliable** 99.5% of our delegates would recommend us to a friend or colleague.

**Professional** Over 30 years' experience coupled with seamless administration & a no quibble refund if you are not completely satisfied.

**Friendly** The most generous loyalty discounts in the industry, and you can attend your course again with our FREE refreshers.

**Innovative** The first training company to offer bite-size MP3 modules and pioneers in developing qualifications in partnership with leading academic institutions.

**Visit our website** [www.reedlearning.co.uk](http://www.reedlearning.co.uk) for details of other courses like Persuading & Influencing People, including:

- Communication Excellence
- Managing Difficult and Demanding customers
- Assertiveness at Work

### FREQUENTLY ASKED QUESTIONS

#### Q Where will my course be held?

**A** You can attend our Persuading & Influencing People course from any one of six training venues across the UK. Choose from London, Birmingham, Bristol, Manchester, Newcastle or Leeds.

#### Q How will I know where to go and what to do?

**A** You'll be sent comprehensive joining instructions. You can also access maps online at [www.reedlearning.co.uk/venues](http://www.reedlearning.co.uk/venues).

#### Q How many people will be on my course?

**A** This course rarely runs with more than 10 people in order to maintain the level of individual attention our experiential learning requires.

#### Q Will there be lunch?

**A** Of course! You will either enjoy a buffet in the training centre, visit a local restaurant with your fellow delegates or be given vouchers to use in the numerous eateries nearby. All options are included in the course price.



BOOK NOW 0800 170 7777 OR EMAIL [more.info@reedlearning.co.uk](mailto:more.info@reedlearning.co.uk) OR VISIT [www.reedlearning.co.uk/pi](http://www.reedlearning.co.uk/pi)