

THE IN-HOUSE TRAINING COMPANY

Fast and effective

Influencing and persuasion

Win support and drive action through clear, confident communication

Overview

As with so many interpersonal skills, influencing and persuasion can seem to fall into the category of 'you've either got it or you haven't'. But that's completely false. We can all improve our skills. All it takes is a little confidence-building, a few practical tools and techniques, and the opportunity to practise in a safe space – this training course, in fact!

Course objectives

By the end of this influencing and persuasion skills training course, participants will be able to:

- Understand what makes communication persuasive and influential
- Build stronger arguments using clear structure and logic
- Use tone, body language, and credibility to gain support
- Apply proven psychological principles to influence decisions
- Handle objections and resistance with confidence and control

Who should attend?

Anyone who needs or wishes to improve their influencing and persuasion skills. This influencing and persuasion skills training course is particularly recommended for those who need some confidence-building in this area.

Course format

A very practical, interactive half-day training course for a maximum group size of 12. Delivered virtually, on Zoom or Teams. Can also be delivered face-to-face, on-site (in which case, it is best delivered in an expanded one-day format).

Materials

Materials are provided in PDF format, including:

- Persuasion principles quick guide
- 3-step persuasive message planner
- Sample objection-handling phrases
- Confidence-builder checklist

Expert trainer

Graham specialises in providing high-quality training, coaching and consultancy in personal productivity, sales and business development, and customer service. Over the last twenty years he has personally trained or coached over 30,000 business professionals. He is a member of the International Institute of Coaching and a qualified NLP Master Trainer.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others.

Graham has written over twenty books, published in several different countries, including *Working Smarter, Companies don't succeed – people do!*, *Customer Relationship Management*, *Sales Training Games*, *90 Brain-teasers for Trainers*, and *Telephone Tactics*.

Known internationally as both a trainer/coach and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from programme participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

Training course outline

1 Understanding influence – what it is and why it works

- What influence means in a business setting
- The difference between influence, persuasion, and manipulation
- When and how influence helps get things done
- Common barriers to influence and how to overcome them
- Tool: Quick diagnostic – your influencing style and preferences

2 Structuring a persuasive message

- Planning your message: purpose, outcome, and audience needs
- Building a logical, clear argument
- Headline-first thinking: say the point, then explain
- Techniques to make your ideas easier to agree with
- Tool: 3-step message planner – Point, Reason, Evidence

3 Using the science of persuasion

- The six universal principles of influence (Cialdini model)
- Applying authority, reciprocity, scarcity, and social proof
- Using emotional appeal and storytelling effectively
- Framing options to guide decisions
- Exercise: Identify and apply the right principle to real work examples

4 Body language, voice, and presence

- Matching your delivery style to your message
- Using posture, eye contact, and vocal tone to increase trust
- Managing nerves and appearing more confident
- Avoiding habits that reduce impact
- Micro-practice: Role-play short influence scenarios in pairs

5 Handling objections and pushback

- Listening calmly and acknowledging concerns
- Reframing resistance as a shared challenge
- Staying professional under pressure
- Knowing when to step back or escalate
- Exercise: Rehearse handling a difficult stakeholder situation

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Any questions?

Please just give us a call on **01582 463463** – we're here to help!

Or visit www.theinhousetrainingcompany.co.uk