

The Persuasion Process

Course length: 45 mins*

Course Code: 103080BT050

This course will help you to become more persuasive and influential at work.

Benefits for the Learner

If you have ever spent hours fruitlessly trying to make a colleague, customer or business contact to change their opinion, you will understand the frustration that a lack of persuasive skills can bring.

The art of persuasion is a complex but vital skill. This course explores what persuasion is – the process of getting others to do what you want them to do, or to accept your point of view – and what it isn't – pleading, bribing, arguing, coercing or threatening! It shows you new ways change the opinion of others through more effective persuasion.

Benefits for the Business

The success or failure of your business relies on the persuasion skills of your managers. They need to persuade potential customers that your products are better than your competitors; persuade existing customers to buy more of your products; persuade suppliers to charge less for their goods; persuade their team to work to work efficiently and effectively; persuade their colleagues to get behind new business ideas.

This course will give your managers a better understanding of the entire persuasion process and equip them with better persuasion skills to influence both internal and external business contacts.

What Does the Course Cover?

- The key steps in the persuasion process
- Preparing for persuasion
- The hierarchy of human needs
- How to identify needs and gain agreement to them
- Proposing a plan of action and gaining commitment
- Using persuasion skills with senior management
- Using persuasion in leadership

How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 45 minutes to complete.

*Courses are accessible for six months from the date of purchase.