



Course Outline: PERSUASION SKILLS

Having influence over people means that you have the ability to gain support for your opinions, views, ideas, thoughts, beliefs, goals and objectives by using language to persuade people to buy into your way of thinking.

If you make an effort to acquire good communication skills and you combine it with responsible honesty and pay close attention to and take specific details into account, you are likely to engage people more and reach agreements that you all can live and work with. You will be more likely to get what you want and it will be for reasons you won't regret.

Success Factory's Persuasion Skills Training gives people an understanding of the dynamics of influencing people, expanding their sphere of influence and negotiating, and the opportunity to practise a variety of tools and techniques.

COURSE OUTLINE

1. Why Study Persuasion?

- a. Benefits Of Studying Persuasion
- b. Ethical Concerns About The Use Of Persuasion

2. What Is Persuasion?

- a. Pure Versus Borderline Cases Of Persuasion
- b. Limiting Criteria For Defining Persuasion:
- c. Intentionality
- d. Effects
- e. Free Will And Conscious Awareness
- f. Symbolic Action
- g. Interpersonal Versus Intrapersonal
- h. A Model Of The Scope Of Persuasion
- i. What Isn't Persuasion?

3. Attitudes And Consistency:

- a. What Is Attitude?
- b. Measurements
- c. Reasoned Action
- d. The Persistence Of Attitudes
- e. Psychological Consistency
- f. Cognitive Dissonance.



- 4. Credibility:**
 - a. What Is Credibility?
 - b. The Factor Analytical Approach To Credibility
 - c. The Sleeper Effect
 - d. Credibility And Image Management
 - e. Strategies For Enhancing One's Credibility.
- 5. Communicator Characteristics And Persuasibility:**
 - a. Psychological And Communication States And Traits
 - b. Self-Esteem And Persuasion
 - c. Anxiety And Persuasion – Living In Fear
 - d. Self-monitoring And Persuasion
 - e. Ego Involvement
 - f. Dogmatism And Authoritarianism
 - g. Cognitive Complexity And Need For Cognition
 - h. Persuasion And Aggression.
- 6. Conformity And Influence In Groups**
- 7. Language And Persuasion:**
 - a. Symbols, Meaning And Persuasion
 - b. Language Intensity, Vividness And Offensiveness
 - c. Powerless Language And Persuasion: "Um"
- 8. Non-Verbal Influence**
- 9. Structuring And Ordering Persuasive Messages**
- 10. Sequential Persuasion**
- 11. Compliance Gaining**
- 12. Deception**
- 13. Motivation Appeals**
- 14. Visual Persuasion**
- 15. Esoteric Forms Of Persuasion**
- 16. The Ethics Of Persuasion.**

WHO SHOULD ATTEND?

This course is for anyone who wishes to learn how to influence others.

1. CEO's
2. Directors
3. Consultants
4. Negotiators



Continue... / Persuasion Skills

5. Managers
6. Team leaders
7. Sales people
8. Marketing managers and public relations staff
9. Telephone selling staff
10. Trainers/facilitators etc

DURATION

Two full days.