

**Master Influence** is for senior executives whose role involves influencing others when the stakes are high or situation challenging. Master Influence takes the latest strategies from the science of psychology and applies them directly to achieving commercial outcomes. People apply these strategies to the people and situations they find most challenging. Advanced values based approaches are used to introduce new techniques for persuading others to accept new ideas or adjust behaviours. This includes influencing without authority, persuading at senior and board level, dealing with tough customers and building range in influencing style.

### Who should attend?

This program is for people who have demonstrated an ability to influence strongly and would like to reach the next step. Senior sales people, executives and managers from all functions who need to achieve results through reaching agreements with tough people or challenging situations. This includes senior functional professionals and executives in corporate, finance, marketing and sales roles. Participants who achieve strong outcomes work in internal project based roles or external customer facing situations.

### Program Outline

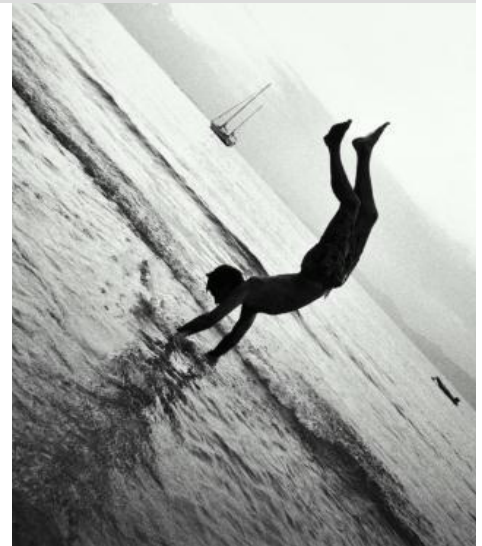
This is a two day program. The main modules of this program include:

- Digital video diagnostic of personal influencing style
- The role of modern psychology in persuasion
- Advanced techniques in building value based rapport
- Understanding high level interview and asking techniques
- Learning how to use values to move others to action
- Using hypnotic language techniques
- Improving ability to be aware of non-verbal cues
- Making recommendations that get approved
- Knowing how to position the case persuasively
- Handling combat tactics and tough people
- Advanced influencing tactics
- Building high stakes collaborative agreements
- Putting it all together in a unique influence style

### How will participants benefit?

Participants benefit from Master Influence because they understand advanced influence strategy and they feel more confident in tough influencing situations. Specific outcomes include:

- A more fluid and versatile influencing style
- A more confident attitude with tough people and tough influencing situations
- A more strategic approach to achieving commercial outcomes while building relationships



A fresh  
perspective  
on your  
performance