

**Professional Influencing Program** runs over two consecutive days and develops the persuasive skills people need to build relationships with internal and external customers. Each participant's influencing style is analysed with digital video feedback techniques, and a wider ranging style is introduced to them. People learn to build stronger professional relationships while achieving higher outcomes. After attending the program, people will know how to build rapport, interview, listen, make recommendations and reach profitable agreements. Dealing with difficult people and tough situations is a key outcome. Achieving commercial outcomes in real situations is the focus for professional influence

### Who should attend?

PIP is for Executives looking to build their level of persuasive impact and achieve results through persuading other people. Executives from all functions who need to achieve results through persuading other people are ideal candidates for Professional Influence. This includes IT, legal, supply, finance and marketing. Sales professionals should consider Professional Sales Influence. Participants who have a challenging person to deal with, who want to learn how to establish real needs, deal with resistance, or who would just like to feel more confident influencing a wider range of people should attend the program.

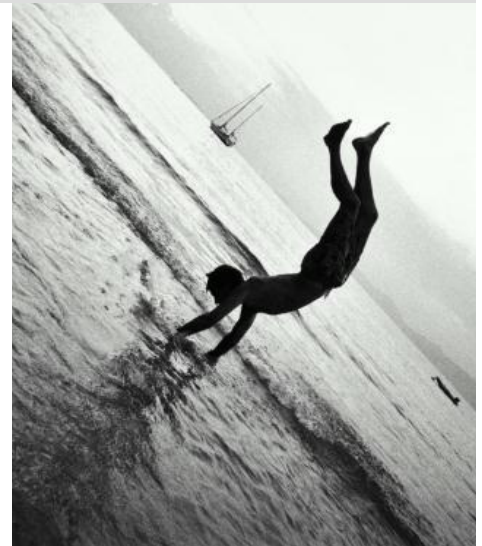
### Program Outline

- Digital video analysis of influence style
- Developing an influence strategy
- Alternative Influence Styles
- Asking for approval
- Making persuasive recommendations
- Being fluent in non-verbal language
- Reaching profitable agreements
- Dealing with tough people and tough times
- Role Plays to apply new influence skills
- Values- based influence tactics
- Putting it all together in a unique influence style
- Taking new techniques to the workplace

### How will participants benefit?

Participants benefit from the program because they can achieve better commercial outcomes through other people. People who attend Professional Influence report that they:

- Feel more confident influencing senior people
- Learn new styles for tough situations
- Know how to influence direct and challenging people
- Increase their ability to achieve outcomes while building relationships
- Understand when and how to adjust their influence style
- Learn to ask questions that uncover real needs
- Know how to listen to body language cues
- Build more profitable agreements
- Know how to make recommendations
- Learn how to persuade without authority
- Build an authentic and unique influencing style



A fresh  
perspective  
on your  
performance