

Master Influence Program (MIP) is a 2 day program for senior executives whose role involves influencing others when the stakes are high or situation challenging. MIP 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?

MIP is for people who have demonstrated an ability to influence strongly and would like to reach the next stage. 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

- 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 Questioning 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

Business Benefits

The business benefits of the Master Influence program are to:

- Understand advanced influence strategies and therefore feel more confident in dealing with tough influencing situations.
- Adopt a more fluid and versatile influencing style.
- Adopt a more confident attitude with dealing with tough people and tough influencing situations.
- A more strategic approach to achieving commercial outcomes while building relationships.
- Be more effective in the world of matrix management.



A fresh
perspective
on your
performance