

# Persuading with Power & Principle

## IN-HOUSE WORKSHOP

This workshop is designed to increase participants' ability to effectively impact and persuade stakeholders in a variety of business situations. We offer a **one-day** workshop which covers key topics, or a **two-day** format with additional content and practice exercises. Key topics include: How to build in the *WIIFM* ("What's In It For Me?") when you are persuading others; why *Idea Ownership* is critical in persuasion; calibrating the optimum pacing to inform and persuade; adjusting your style to your audience, their environment, and culture; how to use a consultative approach versus a traditional sales push. Participants come away with tools for calibrating their audience, discovery and rapport skills to rapidly enhance trust, new approaches to enhance influence and impact, and the ability to achieve mutually profitable outcomes with customers and key stakeholders.

**Appropriate For:** Individuals who are required to impact and persuade others, including high-potential leaders, project team members, sales and business professionals.



## WORKSHOP FEATURES

- Small group format accommodates 6 to 12 participants; or Seminar format for up to 25
- Pre-workshop conference call with sponsor to discuss specific audience and objectives
- Post-workshop debriefing call with sponsor to discuss reinforcement and follow-up
- Participant materials for effective follow-up and application
- Tailoring to your specific group

**Additional consulting services** are available to further tailor *Persuading with Power & Principle* to your organization or applications. The workshop may be packaged with optional one-on-one coaching sessions for participants. For our robust two-day events, we can include additional content and practice exercises in conflict management or presentation skills. Details and pricing provided upon request.

For More Information and Pricing for Your In-House Workshop

**Please Call 888-284-2442**

to speak to one of our knowledgeable staff.