

Persuading with Power & Principle

1-DAY IN-HOUSE WORKSHOP

This one-day workshop is designed to increase participants' ability to effectively impact and persuade stakeholders in a variety of business situations. Key topics include: How to build in the *WIIFM* ("What's In It For Me?") for others; why *Idea Ownership* is critical in persuasion; calibrating the optimum pacing to inform and persuade; adjusting your style to your audience and their environment or culture; and 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, and the ability to achieve mutually profitable outcomes with customers and key stakeholders.

Appropriate For: Individuals who are required to impact and persuade others over whom they have no direct authority, including high-potential leaders, project team members, sales and customer service professionals.



WORKSHOP FEATURES

- 1-day Workshop format accommodates 6 to 12 participants; Seminar format 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 diverse cross-cultural applications. The workshop may be packaged with one-on-one coaching sessions for participants. For a robust two-day event, 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.