



The Persuaders

You influence others every time you communicate, be it with a colleague, a customer or a loved one. You are selling your point of view in a way that they will understand and accept your idea. In business maximising your influencing skills successfully will mean improved results and benefit to you. This interactive day will explore the science and psychology behind persuasion and increase your ability to influence everyone around you.

Who Must Attend This Workshop:

- Proactive Manager's committed to their teams continued success
- Team Leaders and Supervisors seeking promotion
- Executives who actively direct and lead stakeholders
- Ambitious individuals looking for change.

Course objectives:

- Improving confidence in different situations
- Understanding the importance of body language
- Negotiation and conflict resolution skills
- Obtaining co-operation by gaining respect for your views
- Successfully building relationships
- Understanding others motivational needs
- Maximising confidence and interpersonal skills
- Recognising the persuasion styles of others

What will you gain from the course:

- ✓ The skills and qualities of effective persuasion
- ✓ Building credible relationships and understanding others
- ✓ Exploring 'What makes others tick'.
- ✓ Identifying and adapting your communication style
- ✓ Using emotional intelligence to understand behaviours

Your next step to success:

For further details and to discover how this persuasion and influencing workshop can benefit you and your team either:

e-mail: colin_phelan@pmlgroup.com

or call: PML on 020 7256 2216

