

THE ART OF PERSUASIVE COMMUNICATION AT THE WORKPLACE

Strategies and Techniques to Influence an Outcome



This program focuses on how to be self-motivated at all times and also having the right mental models or mind-sets for success especially when you are doing sales.

Ability to communicate effectively, appropriately and clearly in all situations can have a positive effect on every aspect of their life. Learn to understand how you communicate, how others communicate and adjust to meet their needs in work and in sales.

LEARNING OBJECTIVES

- Learn to recognize other people's Personality Types & communication preferences
- Master adjusting one's own communication approach based on need
- Identify barriers to effective communication and how to overcome them
- Develop nonverbal & para verbal communication skills
- Master the S.T.A.R. method for speaking on the spot
- Learn to use body language appropriately
- Learn to listen actively & effectively
- Gain insight into asking open questions
- Learn to adeptly converse and network with others

WHO SHOULD ATTEND

Senior Executives, Middle Managers, Sales Professional, Sales Executives, Sales Managers, Sales Directors, Service Managers, Customer Relations Managers, Front Desk Personnel and anyone who is directly doing sales and in constant meetings with people.

COURSE APPROACH

- 15% Interactive lecture in an engaging atmosphere.
- 70% Case studies, Games, Role Plays, participative fun activities including personality profiling.
- 15% Group discussions and group presentations.

COURSE OUTLINE

Lesson 1: The Success Mindset

- Taking ownership and responsibility.
- 5 keys to Growth.
- Change management and me

Lesson 2: Preparing for Opportunities through Good Habits

- What is success?
- Effective habits leading to positive attitude at work.

Lesson 3: Getting to Know You

- What is your personality type?
- What are your communication preferences?
- What are your communication tendencies?

Lesson 4: Understanding Others

- What other personality types are out there?
- What are their communication preferences?
- What are their communication tendencies?

Lesson 5: Understanding Communication Barriers

- An Overview of Common Barriers
- Language Barriers
- Cultural Barriers
- Differences in Time and Place

Lesson 6: Non-Verbal Communication

- Understanding the Mehrabian Study
- All about Body Language
- Interpreting Gestures

Lesson 7: Speaking Like a S.T.A.R.

- S = Situation
- T = Task
- A = Action
- R = Result

Summary

Lesson 8: Active Listening Skills

- Seven Ways to Listen Better Today
- Understanding Active Listening
- Sending Good Signals to Others

Lesson 9: Asking Good Questions

- Open-ended Questions
- Closed-ended Questions
- Probing Questions

Lesson 10: Appreciative Inquiry

- The Purpose of AI
- The Four Stages
- Examples and Case Studies

Lesson 11: Mastering the Art of Conversation

- Level One: Discussing General Topics
- Level Two: Sharing Ideas and Perspectives
- Level Three: Sharing Personal Experiences
- Our Top Networking Tips.

