

HUMAN SKILLS COURSE OVERVIEW

Course Category:
Delight Customers

Course Name:
Influence and
Persuasion:

*A guide to influencing
thoughts and actions*



COURSE DURATION: 1 Day

Gauteng

3rd Floor, 34 Whiteley Road,
Melrose Arch
Johannesburg
2196

Gauteng

192 on Bram
192 Bram Fischer Drive
Ferndale, Randburg
Johannesburg
2160

Cape Town

1st floor, TBE, 3 Bridgeway,
Bridgeway Precinct,
Century City,
7411

Durban

9 Mountview Close
Broadlands
Mount Edgecombe
Durban
4302



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COURSE OVERVIEW

This course is designed for individuals seeking to enhance their ability to influence and persuade others effectively in various contexts, such as the workplace, negotiations, or everyday interactions.

COURSE OBJECTIVES

By the end of this course, you will be able to:

1. Understand the fundamental principles of influence and persuasion.
2. Develop skills to communicate ideas and proposals more effectively.
3. Learn techniques to build rapport and trust with diverse audiences.
4. Acquire strategies to overcome resistance and handle objections.
5. Apply ethical practices in influence and persuasion.



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COURSE OUTLINE

Module 1: Foundations of Influence and Persuasion

- Understand the psychology of persuasion
- The principles of influence (Robert Cialdini)
- Ethical considerations in influence

Module 2: How Effective Communication Increases Your Influence

- Verbal and non-verbal communication skills
- Craft persuasive messages – Make it tangible and easy to imagine
- Communicate with confidence

Module 3: How to Build Rapport and Trust

- Techniques for establishing rapport
- The role of empathy in persuasion
- How to develop credibility and trust

Module 4: Strategies for Positive Interactions

- Techniques for overcoming resistance
- Use questions and listening skills to persuade
- Get people to say “yes”

Module 5: Advanced Persuasion Techniques

- Elements of persuasion:
 - Personalisation
 - Emotional appeal
 - Sensory appeal
 - Urgency
- Storytelling as a persuasive tool.
- Four steps:
 - Diagnose the pain
 - Differentiate your claims
 - Demonstrate the gain
 - Deliver to the primal brain

DELIVERY METHOD

Our courses have flexible delivery options:

- In-person classroom training at the Impactful training facilities in Johannesburg, Durban and Cape Town
- Virtual instructor-led training
- Nationally on-site at the client