

# Influence and Persuasion

When we talk about influence and persuasion, we often talk about marketing and sales. However, we influence in many ways and with great frequency. If you want a raise, sometimes you need to persuade your boss. If you want to convince your team to adopt a change, help your staff make choices, or choose the best place for lunch, there is often influencing taking place. This training will help participants learn how to influence and persuade in a variety of areas.

## What Will Students Learn?

- ✓ Make decisions about using persuasion versus manipulation
- ✓ Apply the concepts of pushing and pulling when influencing others
- ✓ Describe different techniques for getting persuasive conversations and presentations underway
- ✓ Make a persuasive presentation by using the 5 S's
- ✓ Apply storytelling techniques to extend influence
- ✓ Leverage concepts of neuro linguistic programming in everyday influence and persuasion

## What Topics are Covered?

- ✓ Understanding persuasion
- ✓ Preparing to persuade
- ✓ Getting off on the right foot
- ✓ Presentation strategies
- ✓ Using stories to persuade
- ✓ Using neuro linguistic programming (NLP) techniques

## What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

## Pre-Registration Information

Yes! I would like to attend **Influence and Persuasion!** Sign me up for the following session:

- 310 Oak Avenue, NBS Building 3<sup>rd</sup> floor Randburg.
- Accreditation : SETA : 12255  
Bankseta : Bank-Corne180502

- All Training are from 9:00 a.m. until 3:30 p.m.
- Cost: Per person. Kindly contact the call centre
- Timeframe : 1 day



[www.cornerstonehr.co.za](http://www.cornerstonehr.co.za)

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[www.cornerstonehr.co.za](http://www.cornerstonehr.co.za) Email: [stephane@cornerstonehr.co.za](mailto:stephane@cornerstonehr.co.za)

### Banking Details

**Account Name** : Cornerstone Supreme  
**Account Number** : 62653109283  
**Bank** : FNB  
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