Powers of Persuasion

Summary

360 Solutions

Powers of Persuasion

The True Power of Persuasion:

Persuasion is the single most important business and personal skill. Without the skill of persuasion, leaders would be unable to lead, sales people would be unable to sell. Persuasion is the key to success in every facet of life. Most people do not understand the key elements of persuasion and fewer still apply the process well. Studies show that most people use a process that researchers label a "sure fire way to fail" at persuasion. Current neurological brain research shows how the mind reacts to logic and emotion. By integrating age-old knowledge with modern science we can help people make quick, non-analytical decisions using their own built-in short cuts to decisions.

Structure and Format:

This program will help you to further understand what persuasion is, how the persuasion process works, and why it is scientifically proven to be an effective sales tool.

What You Will Gain:

The goal for any persuasion encounter is to get agreement, to generate the action you seek. In selling, the goal is to close the sale. The importance of putting closure on the sales persuasion process is simple. No close, no sale. No sale no customer.

Action Plan

- Apply the different powers of persuasion to real world situations.
- Establish a plan for future persuasion success.

The Awesome Power of Persuasion

- Define persuasion.
- Know the right - and wrong - ways to persuade.
- Understand how the brain processes logic and emotion.
- Use logic and emotion at appropriate times to close more sales.
- Determine whether your clients are thinking analytically or automatically.

- Apply the most persuasive appeal in every presentation.
- Do the mental "heavy lifting" so your partner doesn't have to.
- Persuade by helping your partner make easy decisions.

Persuasion Presentations

- Define the steps for a persuasive presentation.
- Determine which content should be included.
- Plan and frame a persuasive presentation.
- Deliver a persuasive, interactive, close-oriented presentation.