

# Influencing Skills

This programme has been written especially for members who would like to develop their influencing skills and their ability to overcome objections.

## **Programme Objectives**

By the end of this session, delegates will be able to:

1. Explain what influencing means and the difference between influencing and manipulating
2. Use specific techniques to lay their case before the other party
3. Listen openly and build on others' ideas using specific techniques
4. Unpick objections
5. Stand their ground gracefully
6. Develop a win-win strategy.

## **Further information**

This is a very practical session that covers a wide range of theory and practice within a short space of time.

**Duration:** Two hours