

TRUST: PERSUASION & INFLUENCE



streamwise
L E A R N I N G

IN COMPANY
for teams of
8 or more we can
tailor a program
for you

TRUST: PERSUASION & INFLUENCE

The persuasion and influencing skills program helps you understand how to build trust and communicate more effectively.

Course Duration

Half Day Essentials or
Full Day Masterclass

Delivery Mode

Face to Face or Virtual

Price

\$450 + GST (Half Day)

\$895 + GST (Full Day)

The Trust: Persuasion & Influence program equips you with skills and tools for communicating more powerfully and persuasively in business and social situations. The program demonstrates communication style differences and shows you how you can adapt your own style to engage with difficult listeners more effectively. By doing so, you'll learn how to build trust, influence and communicate persuasively.

Learning Outcomes:

- Recognise communication styles different to your own and learn how to adapt accordingly for greater impact
- Learn how to build trust, project empathy and communicate effectively, leading to reduced friction and greater co-operation
- Understand how to motivate others to achieve better team outcomes
- Recognise the important interpersonal dimension of client relationships, particularly in the sales process and in negotiations

Is this program right for you?

This will assist you to:

- Build trust
- Offer flexible responses
- Deliver more persuasive proposals
- Help you engage and lead a conversation more effectively

This program is for:

- Account managers dealing with high-value or complex client relationships
- Sales executives looking to improve their selling technique
- Leaders and managers who want to be more effective at managing and engaging staff

WORKSHOP OVERVIEW

“The Social Styles model adds a new dimension to the fundamental sales competency: effective communication. You will understand yourself better and you understand your buyer better. his understanding of human behaviour will help you achieve the results you want.”

HENRY NOBLE
EXPORT MANAGER - RTC FOODS

Full Day Masterclass:

- Incorporates detailed content on effective use of communication style flexibility and empathy
- Utilises a 360 degree feedback instrument to allow you to interact and receive feedback from peers on your communication style
- Suitable for people for whom Persuasion and Influence is critical to their role – sales, account management, project management, change management, compliance, risk management etc

Half Day Essentials:

- Same learning outcomes as the Masterclass but with less comprehensive content on communication style flexibility and empathy
- Uses a self-perception tool to give insight on your communication style (no 360 degree tool)
- Suitable for large groups for whom Persuasion and Influence is important but not necessarily central to their role (e.g. internally focused roles)

Our Facilitators:

Our facilitators are experienced practitioners with a robust mix of academic, learning and development, and front line practical expertise. We believe the development of future leaders in business is an on-going need that flourishes in businesses that have a learning environment which builds on experience, exposure and education opportunities and embeds learnings, skills and behaviours back into the workplace.

Contact:

For more information about the program or any general information about Streamwise Learning please contact:

Anita Pike - Program Manager
Streamwise Learning
+61 2 8324 1343 or +61 411 238 883
apike@streamwise.com.au

Payment Options:

We require full payment to be made upfront prior to attending the learning program.

Payment options we offer include:

- Credit Card (Visa/MasterCard - 2% surcharge)
- Direct Deposit (EFT)

CASE STUDY

MITSUBISHI MOTORS



Situation

Mitsubishi Motors, Japan, was facing financial pressures due to an increasingly competitive local retail automotive home market.

Course of Action

Mitsubishi conducted training for two groups: one group of 800 newly hired sales representatives used Mitsubishi's standard sales training curriculum. A second group of 800 newly hired salespersons participated in a Japanese edition of this Program, with a special focus on empathy projection.

Results

Over a two-year period, the sales executives who completed the program sold on average 39 more cars per person annually than the group that participated in traditional training, affecting both top and bottom line results.



“In selling, coaching and relationships, it’s not what you say, but how you say it, that makes all the difference.”

