

## *„ Influence - techniques and mechanisms that influence people ”*

### *Course description:*

The main topics covered during the training include: mechanisms and techniques of manipulation and these that influence people, decision-making mechanisms, basis of psychological manipulation, susceptibility to suggestions, actions planning and their effectiveness, building self-image with the customer contact.

### *Acquired skills:*

- building your own authority
- gaining confidence
- persuasion ability
- making concessions and reaching compromises
- knowledge about the most common manipulation techniques and how to avoid them

### *Training program:*

- What is the difference between influencing people and exercising of power
- Types of influence: expressive and receptive (which are effective in what situations)
- Self-assessment of each participant in terms of expressive and receptive techniques of influence
- Non-verbal communication (body posture, tone of voice, gestures, clothing, facial expressions, etc.) and people influence – exercises
- What is the reflection and how it can be used to influence people?
- What does it mean to be a good listener and how to use listening to influence people?

- Influencing people and difficult callers / clients: how to match technology to the other person's way of life
- Skilful questioning
- Putting forward arguments in a conversation – exercises
- Cialdini's Principles of Influence: reciprocity, commitment and consistency, social proof, authority, liking, scarcity, automatisms
- Individual differences and people influence: how to talk to visual person, auditory person and kinesthetic person
- Influence and callers needs
- Feedback for the participants
- Final test

### *Methodology:*

During the training we use the following training methods:

- training films
- role plays
- pair work
- group discussion
- case studies
- video recording and analysis of the given material
- mini lectures - Power Point presentations

### ***Organizational information:***

Number of training hours: 12 hours / 2days

Time of training 9:15-15:15

Place of training: Łódź, Piotrkowska 125 – KM Studio - trainings

