

Persuasive Companies are Successful Companies

The above statement may appear obvious...however if you think about it a little more carefully it becomes really clear just why the statement is business critical...

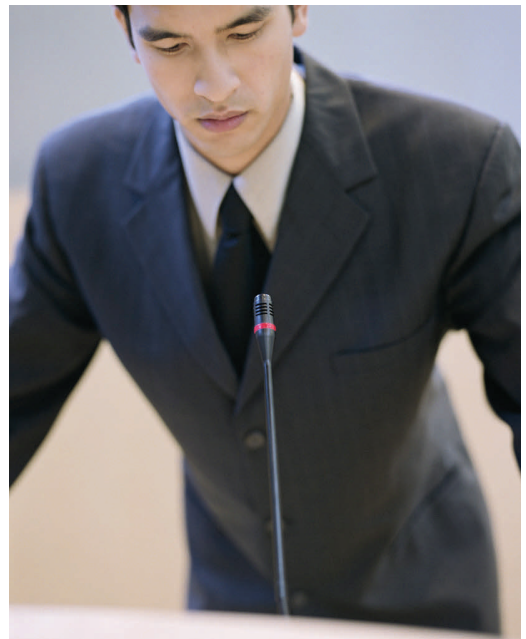
Successful boards of directors - persuade the city to invest capital

Successful Managing Directors - persuade talented directors to join them

Successful directors - persuade strong managers to work for them

Successful Managers - lead through persuasion [not coercion]

Successful Salesmen - persuade customers to buy your products



...the list could go on...hopefully it is clear that being persuasive is critical for every level of staff.

Surprisingly, our experience over the last six years has been that few managers have been specifically trained to improve their persuasion skills - often presentation skills and media training are given to managers and it is assumed that this will suffice. Alternatively one on one coaching may be provided [at significant cost] but again this may only touch on Persuasion amongst many other issues.

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Modular programme that meets the persuasion needs of your organisation

Laying the foundations via empathy and sincerity

Good Listeners persuade effectively

Choosing your words carefully

Remote Persuasion

Key Persuasion Tactics - Your Personal Scorecard



The symptoms of failure - what derails good persuasion

Persuading difficult people

The role of style in Persuasion

Being Assertive - Self belief is king

We select from the modules shown above based on your needs and the time available - ideally we would like two days with staff to really explore their strengths and development areas but can give intensive one day injections where management time is at a premium.

Like to know more...contact Chris Hudd, Director of Training and Development on 0870-2243380

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