

A photograph of three business professionals in a meeting. A man in a dark suit and striped tie is on the left, looking down. A woman in a light-colored blazer is on the right, also looking down. A man in a dark suit and striped tie is in the background, looking towards the camera.

Market leading negotiating education

## Convincing and influencing

The noble art of convincing others is a common definition of the ancient Greek science of “rhetoric”: an ability that is just as important today as it was in ancient Greece.

Are you unable to implement your ideas even though they are the best ideas? How do you get a group to actually do what has been agreed on?

### Convincing and influencing

- Principles for convincing and influencing
- What makes other people give in or stick to their viewpoints
- Valuable tools
- Theories that function in practice.



## Convincing and influencing

During this two-day course you will learn techniques to improve your ability to convince and influence other people. You will learn the most effective methods for convincing and influencing in different situations. You will also gain an understanding of what makes other people give up or maintain their viewpoints. This course is an addition to our other negotiating courses.

### Contents

Six fundamental principles for convincing and influencing:

- Reciprocity
- Deficiencies
- Authority
- Social acceptance
- Consistency
- Similarities and sympathy

The principles will be applied and tools tested through role-play.

### Purpose and educational objectives

After completing this course you will have attained:

- An overview of the fundamental principles and tools for persuasion and influence
- Experiences showing that the theories and tools work in practice
- The ability to systematically use the theories and tools
- The ability to select the right tool.

### Who should attend?

Everyone who wants to improve their ability to influence others, especially in negotiations and presentations.

## Adapted to International demands

"I chose the CISilf®-program because I lack formal purchasing education," says Helena Carlsson, certified engineer from Chalmers who works with global purchasing within Volvo Logistics.

Helena Carlsson's work tasks include carrying out national and international purchasing of transport services. In this work she has practical use of the skills that she attained during the CISilf purchasing certification program.

"For example, I have benefited quite a lot from what I learned in the course regarding negotiation, business law and financial assessment of suppliers. The fact that the content of the certification program is adapted to international demands and conditions is naturally a benefit since Volvo Logistics is a global operator."



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