

PERSUADE

Get Anyone to AGREE with you

a practical & interactive module

Persuasion happens to be not a science, but an art – William Berbbach

Learn the art & skill of persuasion ; of convincing people

Learning how to influence and persuade others is one of the most valuable and transferable skills to have. Through various international models, frameworks and techniques, this program tells how to develop the right attitudes, skills and qualities for selling by asking the right questions, building rapport, countering resistance and much more...

Program Topics:

- ★ Establish rapport and encourage open communication
- ★ The persuasion process
- ★ 'Sell' your point of view
- ★ Be persuasive, yet ethical
- ★ The art of listening
- ★ Evaluating self as a persuader/negotiator
- ★ The power of homework and preparation
- ★ The use and misuse of power in persuasion
- ★ Principled win-win negotiations
- ★ Attributes of a successful persuader



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