

PERSUASION & INFLUENCE TECHNIQUES FOR BUSINESS

Geneva - Switzerland
13 - Apr 2026 - 17 - Apr 2026
\$6,000



GENTEX®
TRAINING CENTER



Introduction

Mastering persuasion and influence techniques is crucial for professionals who aim to enhance their business interactions and achieve impactful results. The Persuasion & Influence Techniques for Business course, presented by Gentex Training Center, offers comprehensive training designed to sharpen your skills in effectively persuading clients, influencing teams, and driving organizational success. This intensive five-day course will equip you with practical strategies to significantly improve communication, negotiation outcomes, and leadership abilities.

Persuasion & Influence Techniques for Business Course Objectives

- Develop a thorough understanding of persuasion and influence theories applicable to business scenarios.
- Master advanced communication techniques to influence decision-making processes.
- Enhance negotiation skills for better business outcomes.
- Learn psychological principles behind influencing behavior and attitudes.
- Acquire strategies to build and maintain influential relationships with stakeholders.
- Identify and overcome common barriers to effective persuasion.
- Apply ethical influence tactics to enhance professional credibility.
- Gain insights into non-verbal communication and its influence on persuasion.
- Develop the ability to deliver persuasive presentations confidently and clearly.

Course Methodology

The course combines interactive lectures, practical exercises, real-life case studies, group discussions, and role-playing activities to ensure an engaging learning experience.



Who Should Take This Course

- Business professionals
- Sales and marketing managers
- Team leaders and supervisors
- Executives and decision-makers
- Professionals aiming to enhance their persuasive communication

Persuasion & Influence Techniques for Business Course Outlines

Day 1: Fundamentals of Persuasion & Influence

- Understanding persuasion and its role in business
- Psychological foundations of persuasion
- Key principles of influence (Reciprocity, Consistency, Social Proof, Authority, Scarcity)
- Identifying your persuasion style

Day 2: Advanced Communication Techniques

- Effective verbal and non-verbal communication
- Listening skills to enhance persuasive communication
- Overcoming communication barriers
- Language patterns that influence and persuade

Day 3: Negotiation and Conflict Resolution

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- Principles of effective negotiation
- Managing and resolving conflicts persuasively
- Tactics for influencing negotiation outcomes
- Ethical considerations in persuasion and negotiation

Day 4: Building Influential Relationships

- Techniques to build trust and credibility
- Understanding stakeholders and adapting your approach
- Leveraging relationships to enhance business influence
- Influence across organizational levels

Day 5: Persuasive Presentations & Practical Application

- Developing persuasive messages
- Structuring and delivering influential presentations
- Handling objections effectively
- Practical role-play scenarios and feedback sessions

Conclusion

By successfully completing the Persuasion & Influence Techniques for Business course with Gentex Training Center, participants will significantly enhance their ability to communicate persuasively and influence effectively. This knowledge will empower them to achieve greater professional success and positively impact their organization's growth and productivity.

