

MASTERING INFLUENCING SKILLS
2 Days

Virtual | Blended | Online | Classroom

(Credits gained towards a Further Education and Training Certificate: Marketing, NQF 4)

1. UNIT STANDARD

Engage in sustained oral/signed communication and evaluate spoken/signed texts

Unit Standard: 119462

NQF Level: 4

Credits: 5

2. PROGRAMME OVERVIEW

Influence is a core aspect of every human interaction, from in-person meetings to long-distance correspondence, and everything in between. Whenever humans communicate, each is influencing, and being influenced by the other. The degree to which a person can exert influence in a given interaction is dependent on that person's capacity to apply the techniques of influence.

Mastering Influencing Skills is a course built around understanding the nature and mechanisms of influence: how people relate to, and communicate with, one another, how we make decisions, and how our interactions can alter our perspectives and affect our decisions. This understanding of influence is then applied to the business environment through an understanding of persuasive communication.

This course empowers people to be far more aware of what they do by applying techniques developed from an understanding of the profound connections between thought, communication, and behaviour.

3. LEARNING OUTCOMES

At the end of the **Mastering Influencing Skills** course, delegates will be able to:

- Select the appropriate method of communication in different contexts
- Engage in various ways of communicating verbally and non-verbally
- Demonstrate an understanding of communication as a two-way process
- Apply techniques for overcoming barriers to communication

Growing People...Building Talent...Creating Leaders

Accreditation and Certifications

*Microsoft, CompTIA, Certiport, Pearson Vue, CertNexus, ICDL, IMM,
MICT, MerSeta, BankSeta, ICB (Fasset), W&R, ETDP, Services Seta, LGSeta & Growing...*

4. TARGET AUDIENCE

Mastering Influencing Skills course is ideal for customer service professionals, salespeople (internal and external), Key Account Managers (KAM's), Sales Managers and Sales Trainers who want to experience the selling profession from another angle and add to the skills they already have.

5. OUTLINE

The Communication Model of the Mind	Perception is Projection: The Power to Change	Communication Barriers
Empowerment: Results vs. Reasons	Success-minded Principles	Beliefs, Values and Attitudes
Rapport and the Power to Persuade	Questioning, Listening, and Feedback Skills	Objection Handling Techniques
Behavioural Styles	Assertiveness and Conflict Management	

6. TRAINING METHODOLOGY

All training interventions can be facilitated via Online, Virtual Instructor-Led Training, Face-to-Face, or through a Custom Blended approach.

Demonstrations, role-plays, experiential exercises, discussion activities and videos are used to encourage participation among delegates. Upon course completion, a report will be provided with the facilitator's feedback on the delegate's performance which identifies areas for further development

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7. THE NEXT STEP

On successful completion of a formal Portfolio of Evidence (PoE) credits are gained towards the following qualification:

Further Education and Training Certificate: Marketing NQF 4

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