

Soft-Train



*At Soft-Train
Technology Works*

The Anatomy of Persuasion (2 Days) ST00091

COURSE GOAL: Learn a unique analytical thinking process anyone can use to organize and present information in a persuasive way.

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Use the principles of martial arts as a way to achieving a “black belt” in negotiating.
- Understand the “Don’t Fear the Blow” technique.
- Identify Vital Striking Points of the opponent.
- Know how to read your Opponent.

KEY TOPICS:

I. What is Your Persuasion IQ?

- A.** The New Rules of Success and Wealth
- B.** You Can Master the Art and Science of Persuasion
- C.** Crack the Persuasion Code
- D.** Traits of Top Persuaders
- E.** Are You Ready?

II. Persuasion Resistance

- A.** Ten Common Obstacles That Limit Your Persuasion Success
- B.** The WOBEGON Effect
- C.** The Brick Wall of Resistance
- D.** Thinking Like an Employee
- E.** Talking Too Much
- F.** An Avalanche of Information
- G.** Being Motivated by Desperation
- H.** Fear of Rejection
- I.** Lack of Preparation
- J.** Prejudging and Making Assumptions
- K.** Assuming Closing Skills are the Magic Cure-All
- L.** Always Seek to Improve Yourself

III. PQ Skill #1

- A.** Mental Programming of Top Persuaders
- B.** Effective Mental Programming is Your Foundation
- C.** Time to Dream Big
- D.** Thought Direction
- E.** Synchronized Beliefs

- F. Confronting Fear
- G. Vibrant, Full Color Visualization
- H. Finding Your Purpose
- I. Self Esteem
- J. Healthy Habits
- K. Accountability
- L. True Happiness
- M. Tapping The Power of Your Mind

IV. PQ Skill #2

- A. Understanding How Your Audience Thinks
- B. Logical Mind vs. Emotional Instinct
- C. Emotions Will Always Rule the Day
- D. Why Emotion – NOT Logic – Dominates Your Decision Making
- E. Inside the World of Objections and Concerns
- F. Pricing and the Perception of Value
- G. The Power of Questions
- H. How Moods Can Affect Persuasion
- I. Knowing How to Close the Right Way
- J. Stick With It
- K. The Twelve Laws of Persuasion

V. PQ Skill #3

- A. Instant Rapport and Social Synchronization
- B. Building Instant Rapport
- C. The Necessity of Listening
- D. How You Can Tell If You're Really Listening
- E. How to Connect with People
- F. Recognize Personality Types

- G. Humor Can Help You Connect with Just About Anyone
- H. Mirroring and Matching
- I. People Skills
- J. How Appearance Strengthens or Weakens Rapport
- K. How Similarity and Familiarity Strengthen Rapport
- L. Proxemics
- M. Putting It All Together

VI. PQ Skill #4

- A. Establishing Automatic Trust
- B. The Five Cs of Trust
- C. You Need All Five Cs for Powerful, Lasting Trust
- D. Where Can You Improve?

VII. PQ Skill #5

- A. Three Different Responses to Power
- B. Using and Responding to Power
- C. Authority Power
- D. Respect Power
- E. Knowledge Power
- F. Reward Power
- G. Using Power to Persuade

VIII. PQ Skill #6

- A. Charisma
- B. Passion
- C. Optimism
- D. Attitude
- E. Empathy
- F. Vision
- G. Self-Esteem
- H. Influential Presence

IX. PQ Skill #7

- A. Motivation Inhibitors
- B. Commitment
- C. The Desperation Cycle

- D.** Motivating the Unmotivated
- E.** Inspiration vs. Desperation
- F.** Persuasion Institute's Motivation System
- G.** How to Implement Motivation
- H.** Find Motivators That Create Hunger
- I.** Motivation Formula
- J.** Life Alignment
- K.** The Underlying Key

X. PQ Skill #8

- A.** Capturing Attention Immediately
- B.** Fear of Public Speaking
- C.** Preparing Your Message
- D.** Audience Member Types
- E.** Support Your Message
- F.** It's Not Just What You Say, But How You Say It
- G.** Crafting Your Message
- H.** Speaking Style of Great Persuaders
- I.** Managing Expectations
- J.** The Elements of Mystery and Suspense
- K.** Great Persuasion and Phone Skills
- L.** Mastering Presentation Skills

XI. PQ Skill #9

- A.** Knowing Your Message
- B.** Knowing Your Audience
- C.** Knowing The Numbers
- D.** Setting Your Objectives
- E.** Managing Your Time
- F.** Avoiding Procrastination
- G.** Discover, Design, and Deliver
- H.** Making Your Message Memorable
- I.** Making It Happen

XII. PQ Skill #10

- A.** Get the Advice of Experts
- B.** Your Personal Development Program
- C.** The Return is Greater Than the Cost
- D.** Master Your Product
- E.** Knowledge is Power
- F.** Stop Making Excuses
- G.** Break or Bounce
- H.** Upgrade Your Future Potential