



Course Outline

Sales and Customer Care Skills Series

This outline is intended as a guide to the possible content of a course.

In practice, our courses are tailored to meet the requirements of our clients.

Influencing Skills

Overview

In order to deliver what is expected of you, technical competence in your respective area of responsibility is key. However, you should never lose sight of the need to develop, where appropriate, your interpersonal competence in areas such as communication, listening, feedback and coaching. They all contribute significantly to what you achieve and the way in which you achieve it - underpinning your technical competence. Influencing is a key interpersonal skill for both front line and support staff, which can be used to improve your communications with customers, both internal and external.

This course will provide you with practical guidance on how to influence and persuade others through the use of appropriate behaviours. It will lay the foundations for improving levels of self-confidence in the workplace and for developing influencing strategies to resolve future work-based problems.

Outcomes

By the end of this course, you will be able to:

- state the benefits of being able to successfully influence people and events
- identify the differences between submissive, aggressive and assertive behaviour
- demonstrate the effective use of communication, listening and questioning skills in support of influencing
- begin to use assertive behaviour and supporting techniques to help you to deal with criticism, confrontation and anger in the workplace
- develop influencing strategies to resolve future work-based problems.

To support the achievement of the above, you will have the opportunity to practise and develop your practical skills using a number of small group, paired and individual exercises. You will also be encouraged to develop a *personal action plan* to support your continued learning back in the workplace.

Duration

1 day

Continued...

90 Harescombe, Yate,
South Gloucestershire
BS37 8UD

t: +44 7740 112310

e: solutions@tlsweb.co.uk

w: www.tlsweb.co.uk





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Key Areas Covered

- Why do people resist change?
- Difficult people to influence and their impact on you and the business.
- Relationship between Influencing and Selling:
 - good and bad sales people - which one are you
 - the decision to buy is based on
 - the five C's of effective selling/influencing.
- An assertive approach to dealing with conflict - what is 'Assertive' behaviour and how does it differ from submissive and aggressive behaviour?
- Techniques that can be used to support assertive behaviour:
 - being honest about what is relevant
 - sticking to the bottom line - the 'Instant Replay' technique
 - negotiation as equals - an introduction to negotiation.
- Ensuring that people remember you and your message for the right reasons - the impact of effective communications on your ability to influence:
 - what is said; the words used
 - the way it is said; the tone of voice
 - how the person looks; the body language
 - questioning and listening skills.
- Building rapport - a four step approach.

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