

Persuasion in Business Communication

GoSkills online course syllabus

Skill level	Lessons	Accredited by
Beginner	16	CPD
Pre-requisites	Video duration	Estimated study time
No prior experience needed	1h 11m	3h
Instructor		
TJ Walker		

Identifying Your Persuasion Goals

- 1 Increase Your Odds of Getting a Face-to-Face Meeting**
A quick and easy way to get attention and increase your chances to gain some influence.
- 2 Always Choose Your Best Persuasion Opportunities**
Persuasion is easier when you combine the best opportunities with the right skills.
- 3 Mapping Out Your Finish Line in Advance**
What do you want people to do? You can't effectively persuade people if you don't know the answer to this key question.
- 4 Moving the Numbers Game In Your Favor**
Effective persuasion comes down to increasing your opportunities and setting the right target.
- 5 The Unique Advantage of Persuasion in the Business World**
Persuade the person who is likely to benefit the most from your ideas, not someone who is resistant to change.

Building Your Persuasion Talk

- 6 Master the Process of NOT Telling People Too Much**
You might be excited about what you do, but focus on the benefits - don't explain every detail, feature, or step in your process.
- 7 The 5 Key Messages for Your Persuasion Success**
What will motivate your audience to take action? Brainstorm, prioritize, and focus.

8 Your Secret Source of Winning Persuasion Messages
The people you've persuaded before know what worked - ask them what you did right.

9 Persuade More by Talking Less
Persuasion is often accomplished through a conversation, not a one-way speech or presentation.

10 More for You, By Not Talking About You
Focus on "what's in it for me" for your audience.

11 Here is How You Get People to Remember Your Messages
Stories are powerful ways to share messages and boost retention.

12 Perfect Your Persuasive Presentation
Practice and refine your persuasive talk using video, and if you really want to know its effectiveness, ask for feedback from someone you trust.

Refining Your Persuasion Skills

13 Mastering Persuasive Body Language
Be aware of how you look - and who and what you look at - when speaking to an audience.

14 Persuasion That Takes 6 Months Is Still Persuasion
Two skills can help you keep things in perspective: listening and patience.

15 Persuasion Is Sometimes More Effective At the Top Than At The Bottom
Of all the people you could speak with, which ones could help you reach the outcome you want?

16 Conclusion: You are Now Ready to Persuade!
Thank you for taking this course. Now get out there and practice what you've learned!

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