

Persuasion in Business Communication

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Accredited by

CPD

Pre-requisites

No prior experience needed

Video duration

1h 11m

Estimated study time

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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