



# THE ART OF PERSUASION

Creating a “win” for all through learning,  
negotiating, and compromise

## ABSTRACT

You know it's in their best interest – and yours. You wish you could help them see that. It's not that you haven't tried, but each time you do, their brick wall goes up immediately. Unfortunately, this is a common complaint in today's workforce. However, with a few key skills and tips, any professional can master the art of persuasion. This interactive seminar will help learners understand how they can master the art of persuasion – for the success of the person, the team, and the organization.

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# Persuasion

What is effective persuasion?

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What are some examples of effective persuasion?

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Why should we bother to learn to be effective persuaders?

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Persuasion is an \_\_\_\_\_ that requires \_\_\_\_\_ and \_\_\_\_\_.



What is the difference between manipulation and persuasion?

| Manipulation | Persuasion |
|--------------|------------|
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What are some ways NOT to persuade?

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What characteristics do great persuaders have?

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Win-win



What is the big secret that all great persuaders are good at?

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How can I become an expert at persuasion?

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Communication



Why do these skills matter?



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What are the steps to master when trying to persuade?

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Success



# Tricks of the Trade

What tricks of the trade can help me boost my persuasive effectiveness?

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## Wrap Up

What three things can you implement from this seminar immediately?

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## Congratulations!

You now have a new set of tools on your professional development tool belt.

Please remember that as humans, we don't remember much unless we put it to practice and use it on a regular basis. So, practice when you return to work! Train someone in the office on the new concepts you think would be most useful.

If you have any questions about the material contained in this seminar, please contact Dr. Holly using any of the contact points listed below.

**Wishing you great success with the art of being persuasive!**



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