MERCURY

Persuasion and Influence Skills Training Course

14 – 18 December 2026
Cape Town (South Africa)



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Ref: 16050_1068187 **Date:** 14 – 18 December 2026 **Location:** Cape Town (South Africa) **Fees:** 5300 Euro

Introduction:

In today's competitive business environment, mastering persuasion and influence is a critical skill for professionals at all levels. Effective communication is the cornerstone of leadership, negotiation, and relationship management, and those who excel at influencing others can drive results more efficiently. This Persuasion and Influence Skills training course equips participants with practical strategies, psychological insights, and actionable techniques for enhancing their influence in organizational and professional settings.

The Persuasion and Influence Skills course emphasizes the importance of self-awareness, understanding others' perspectives, and applying influence strategies ethically. Participants will learn how to craft messages that resonate, adapt their communication style, and use persuasion psychology in real-world scenarios.

By integrating modern influence techniques and persuasion skills training, this Persuasion and Influence Skills program develops both foundational and advanced capabilities. It equips participants with the knowledge, tools, and skills for persuasion and influence, as well as leadership excellence. Professionals will gain the confidence to negotiate, resolve conflicts, and motivate teams effectively. Attendees will implement influence strategies across business, sales, and interpersonal contexts.

Targeted Groups:

This Persuasion and Influence Skills training course targets professionals seeking specialized knowledge and skills:

- Managers and team leaders who want to enhance their influence in the workplace.
- Sales and business development professionals seeking persuasion skills for sales professionals.
- HR specialists and trainers aim to improve negotiation and communication skills.
- Entrepreneurs and startup founders need influence strategies for leaders.
- Customer service and client relations staff who interact with diverse stakeholders.
- Executives preparing for high-stakes negotiations and organizational change.
- Professionals seeking to improve conflict resolution and decision-making.
- Individuals interested in mastering influence and persuasion techniques for career growth.
- Public speakers, presenters, and consultants aiming to enhance effective persuasion training.

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Course Objectives:

Participants will achieve the following objectives by completing the Persuasion and Influence Skills course:

- Understand the principles of persuasion and influence in professional settings.
- Identify your personal communication style and its impact on those around you.
- Apply influence strategies training to motivate, negotiate, and lead effectively.
- Use persuasion psychology for business to create compelling messages.
- Develop confidence in presenting ideas and handling objections.
- Recognize verbal and nonverbal cues and adjust your communication accordingly.
- Manage conflicts constructively while maintaining credibility and trust.
- Enhance listening, questioning, and observation skills for better outcomes.
- Design communication strategies tailored to different audiences and objectives.
- Implement persuasion skills for professionals in practical workplace scenarios.
- Measure the effectiveness of communication and adjust tactics proactively.
- Strengthen relationships and influence through ethical persuasion techniques.
- Integrate advanced persuasion and influence skills in cross-cultural environments.
- Facilitate decision-making and negotiation with measurable results.
- Apply influence and persuasion training program strategies in team leadership.

Targeted Competencies:

Participants will gain the following competencies during the Persuasion and Influence Skills program:

- Mastering the ability to plan and deliver clear, persuasive communications.
- Reading others' behaviors and adjusting messages to maximize impact.
- Employing creative and methodical approaches to influence and persuasion.
- Developing Emotional Intelligence for Stronger Interpersonal Relationships.
- Presenting ideas confidently in meetings, negotiations, and presentations.
- Applying persuasion communication principles to resolve conflicts.
- Building trust and credibility through authentic influence techniques.
- Managing organizational and cross-cultural communication dynamics.
- Understanding and Leveraging Persuasion Skills Training for Professional Success.
- Implementing advanced persuasion skills training strategies in leadership.
- Enhancing decision-making and negotiation through the development of influence skills.
- Evaluating communication outcomes and refining influence strategies continuously.

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Studying Scenarios:

In this Persuasion and Influence Skills training, participants will develop their skills through the analysis of the following scenarios:

- Negotiating a contract with multiple stakeholders while balancing interests.
- Delivering a presentation to persuade senior management on a new initiative.
- Handling customer objections and applying persuasion skills for sales professionals.
- Adapting messages to different cultural and organizational contexts.
- Resolving workplace conflicts using influence and persuasion techniques.
- Designing campaigns that inspire teams to achieve performance goals.
- Applying persuasion psychology to influence decision-making effectively.
- Managing sensitive discussions and difficult conversations professionally.
- Using influence strategies for leaders to gain team alignment.
- Assessing feedback, body language, and non-verbal signals to guide responses.

Course Content:

Unit 1: Communicating with Yourself:

- Understanding the fundamentals of communication and influence.
- Recognizing the role of beliefs and perceptions in shaping communication.
- Self-assessment of communication strengths and areas for improvement.
- Developing self-awareness through persuasion psychology for business.
- Listening techniques to improve comprehension and response.
- Reading emotional and behavioral cues effectively.
- Enhancing awareness of personal impact in professional settings.
- Aligning personal goals with influence objectives.

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Unit 2: Verbal Communication:

- Understanding communication styles and their effects on influence.
- Using voice modulation and posture to strengthen persuasion.
- Positive versus Negative Language in Professional Interactions.
- Delivering and receiving feedback with clarity and tact.
- Crafting persuasive messages for meetings, negotiations, and presentations.
- Applying persuasion communication techniques for measurable impact.
- Enhancing confidence in spontaneous verbal interactions.

Unit 3: Non-Verbal Communication:

- Exploring the scope and importance of non-verbal cues.
- Reading body language, gestures, and facial expressions accurately.
- Applying non-verbal communication in team and client interactions.
- Enhancing written communication for clarity and persuasiveness.
- Utilizing meetings to reinforce messages through non-verbal cues.
- Understanding cross-cultural differences in non-verbal behavior.
- Leveraging influence training to interpret and respond to signals.

Unit 4: Presentation Skills:

- Preparing for presentations with clear objectives and structured content.
- Selecting what to say and what to avoid for maximum influence.
- Using visual aids and stagecraft to enhance persuasive impact.
- Engaging audiences and encouraging interaction through Q&A sessions.
- Managing emotional state to deliver confident and effective presentations.
- Practicing presentations, receiving feedback, and refining delivery.
- Integrating persuasion skills training to strengthen presentation influence.
- Measuring audience engagement and adapting approaches dynamically.

Unit 5: Influence, Persuasion, and Conflict Management:

- Exploring models of persuasion: push versus pull strategies.
- Understanding conflict dynamics and different stances.
- Identifying personal influence style and its organizational impact.
- Applying influence strategies training in complex organizational scenarios.
- Using persuasion and influence skills for cross-cultural communication.
- Planning interventions to drive change and achieve desired outcomes.
- Practicing negotiation and persuasion in realistic scenarios.
- Strengthening credibility, trust, and ethical influence practices.
- Integrating advanced persuasion skills training into daily leadership routines.

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Final Insights & Key Takeaways:

Mastery of persuasion and influence enhances professional effectiveness. Communication self-awareness is crucial for impactful influence. Ethical persuasion drives trust, credibility, and long-term relationships. Combining verbal, non-verbal, and psychological techniques maximizes results. Participants leave with practical strategies for leadership and negotiation success.