

# Persuasion & Influence Psychology (Code: PIP)

Evolution-U Persuasion & Influence Business Suite

1/2 Day/Full Day/2 Days - Advanced



The Evolution-U Persuasion & Influence Business Suite is a focused offer of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

## Course Outline

This training is based on the research of world leading business psychologist Dr. Robert Cialdini. Over 30 years of research have uncovered six underlying principles of persuasion which govern whether we receive a 'Yes' or a 'No' to our requests. These principles can be applied in all areas of business, social or personal life where increased influence would be of benefit. Whether you have an external client or internal stakeholder facing role, need to influence management or team members, a detailed understanding of the principles taught in this course can change your outcomes.

## Learning Objectives

By taking this course, participants will;

- Learn the decision triggers and discuss the ethics of persuasion.
- Discuss three different approaches to using persuasion
- Utilise the principle of contrast in any influencing situation.
- Learn the 4-step approach to utilising persuasion Understand the six principles of persuasion, identify which naturally exist in any influencing situation, and utilise them in an effective and ethical way.
- Apply the six principles to a specific situation in which the student would like to have increased influence. Be aware and act accordingly when people are trying to use any of the six principles of persuasion against you in an inappropriate or unethical way.

Evolution-U shall work with the client to develop a business relevant case study that can be used during the training as a reference point for application of the theory delivered. A lead time of one month prior to training is required to prepare the case study and access to a senior level resource will be required.

\* participants shall be requested to complete a pre-course worksheet which will take approx. 30 minutes to complete and shall be used for this section after each of the six principles.

## Course Content

### The Contrast Principle - Part 1

The contrast principle is one of the most powerful tools available for influencing other people responses to our proposals. Based on the theory that what comes immediately before a request will influence the recipient's perception of our request and therefore impact whether or not they agree to the request, this module looks at detail into the contrast principle and how to develop contrast before the final session which returns to contrast and how to apply it in real business situations,

### Reciprocity

This module introduces and analyses the powerful principle of reciprocity which states that across societies, there is an obligation to repay what has been given to us. A series of examples and class exercises are used to demonstrate the different elements at play in the principle of reciprocity so that participants are in the position both to recognise when this is being used against them, and when they can use it to increase the chances of success on a given deal.

### Consistency

Consistency is valued highly in society. People prefer to do business with people who are consistent in their approach to making decisions and closing deals. This module introduces the underlying triggers that create consistency allowing practitioners to import this principle into their business dealings so as to increase the likelihood of developing profitable long term business relationships. This module includes case studies and participant exercises.

#### Consensus

This principle states that we look to what others are doing as a means of gaining information on the correct course of action. There are some circumstances in which this principle is amplified or less prevalent. This module analyses the components influencing the principle of consensus and when it can be used to increase the likelihood of agreement to a proposal or sale. This module includes case studies and participant exercises.

#### Liking

People like to do business with people they like. This principle is pervasive across societies. There are techniques that can be used to increase the likelihood that one person likes another. This module introduces the principles which govern liking allowing participants increased ability to develop relationships with their clients. This module includes case studies & participant exercises.

#### Authority

We are all brought up with authority figures around us and in business the principle of authority continues to weigh on the way people make decisions. Sometimes authority is used to influence a decision in a way that is not appropriate. This module introduces how authority is triggered and used in day to day business dealings to increase the likelihood of a deal being struck, and when these uses of authority are appropriate and warranted. This module includes case studies and participant exercises.

#### Scarcity

The principle of scarcity is used regularly by businesses to position their product or service as more valuable than it is. Understanding how to utilise scarcity effectively and ethically is important to any business person in a competitive market. This module analyses the structure of scarcity and how to use the principle in business.

#### Cultural Variations

While all principles exist across cultures, the degree of importance each holds can vary significantly. This section studies the differences in cultural variation across the six principles and how to utilise these biases in applying the principles of persuasion.

#### Knowledge Review

Participants partake in a 20-question on-line knowledge review in a fun but competitive setting where a live leaderboard shows how well they have absorbed the content. This platform allows review of all the key areas where the class can benefit from further discussion.

#### The Contrast Principle – Part 2

The important principle of managing perception and creating contrast is revisited and a formula for generating contrast, developed by Evolution-U, is introduced. The objective of this final session is that participants leave the session with a usable contrast example that with practise can be applied into the participants business.

## Who Should Take This Course

Business Owners, Management, Sales, PR & Marketing Executives, Human Resources Executives, any and all Customer-facing Staff, anyone dealing with Sales, Negotiation or Mediation, or needing to influence or persuade people on a regular basis will benefit for learning and mastering the techniques introduced in these courses, with immediate results.

This training course is fully certified by Evolution-U.

For more information & reservations please contact Jessica  
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[www.evolution-u.com](http://www.evolution-u.com) • [www.linkedin.com/in/neilorvay/](https://www.linkedin.com/in/neilorvay/)

NLP Communication Skills • Collaborative Communications • Pitching & Presenting • Media Training  
Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion • Design Thinking  
Persuasion Psychology • Personality Profiling • Leadership • Teambuilding • Personal Empowerment