

DYNAMICS OF INFLUENCE STYLES AND SKILLS TM

Introduction

Some have said that it is the “oldest profession in the world”. Some say there is another! Yet, success in either depends upon ‘satisfying mutual needs!

There are several tried and tested formulas and models, yet there are social and economic factors that determine success. This programme also examines different cultural styles. Influence strategies, styles and skills may differ from person to person. At the hub or core however, are the moments when both parties meet. How is the chemistry, the rapport, the empathy? Do cultural or personality types gel, click or clash? We all know of a product or service we might need, yet may not buy from someone we don’t know. Its all about building rapport, trust and relationships. Its about integrity and professionalism, effective interpersonal skills and influence strategies and tactics.

This program is all about keeping minds open, so the influences is welcomed back – again, and again.

Workshop Methodology

A key and unique feature of this workshop is that all participants will complete a personality traits survey form, resulting in a detailed personality profile. This will enable participant’s to discover their own preferred cognitive and emotional styles, which in turn can strongly influence the dynamics of thinking and learning relating to this workshop.

Workshop design incorporates a variety of methods to both stimulate active learning and appeal to the mix of participants preferred learning styles. Building on participant personality profiles, a number of interactive exercises, games and group discussion help them to understand the different thinking skills needed. Where appropriate, selected multimedia, video or power point visuals augment a comprehensive manual of notes. The workbooks are professionally laid out, appealing to the learner and capturing key learning points and post workshop actions.

Learning Objectives

By the end of this program, participants will:

- Understand how personality, gender and culture influence thinking, emotional and learning styles.
- Recognise a range of different thinking styles and types related to the program.
- Discover how their own personality matches with an array of influence styles.
- Understand the role of influence in relationship to the whole value delivery chain.
- Know how to identify the different needs, preferences and personality types of those you need to influence.
- Be able to match specific sales and negotiation techniques and influence skills to the personality profile of each prospect or customer.
- Objectively compare some common and popular models of influencing in the context of differing cultural values and norms.
- Have developed a personal development action plan.

Workshop Contents

- Influence of Personality, Gender and Culture On Thinking and Learning
- Dynamics of Personality on influencing styles, such as leading or negotiating.
- Comparing several common influence models and assessing best cultural fit
- Use of a well tested influence styles and skills model.
- Selecting the approach that is best fit for you and your product and your customer profile.
- A 5 phase process
 - Pre Contact: Finding and Learning about the other parties.
 - Acquaintance and Interest: Building Early Rapport
 - Preparing the Proposal/Presentation
 - Influence Building and Maintaining Interest
 - Getting Commitment
- Anticipating and Dealing with Resistance
- Follow-Up and Sustaining a position of influence
- Winning Long Term Good Will
- Personal Development Action Plan

Workshop Duration

This can be designed as a 1, 2 or more intensive 3 day workshop, subject to client’s needs.

Brain Dynamics Global

No:7, Jalan 16/3, 46350 Petaling Jaya

Tel: (603) 7957 1130 Fax: (603) 7957 4571 E-mail: admin@bdglobal.org