

Persuasive Communication Skills

“Don’t raise your voice, improve your arguments...”
Tips on how to be a Persuasive Communicator at Work

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Objectives

- ✓ Appreciate the **science of persuasion** and **importance of persuasion skills** in view of organizational success.
- ✓ Apply relevant **communication and persuasion tools** applying EQ methods, in attending to common work place issues.
- ✓ Appreciate the importance of providing **clear instruction and obtaining sincere & constructive feedback**.
- ✓ Utilize the **practical skills in resolving the workplace conflicts** such as handling difficult staff and customers, dealing with angry person, exercise transparent, truthfulness, and attending to complaints with persuasion techniques.

Synopsis

- ✓ Human Relations, Attitudes & Persuasion
- ✓ Barriers to Interpersonal Communication
- ✓ Persuasion in Communication (EQ Way)
- ✓ 10 Principles of Compelling & Persuasive Communication
 - ✓ The Science of Persuasive Communication
 - ✓ A Crucial Management Tools – Selected Cases