



influenza

How to be Contagiously Persuasive

“The difference between success and failure is the proportion of people you get to say yes instead of no. This training makes that difference.” **Trevor Silvester**

Background

Business never gets easier, and at the moment that feels even more true than usual. The companies that will continue to prosper are those who can influence their customers in the most powerful way. The process by which humans come to make decisions has been the subject of scientific study for quite some time, and many of the major factors are quite clearly understood. Similarly, the factors involved in creating language that is persuasive have been investigated by both linguists and those involved in Neuro Linguistic Programming. What has been missing until now is the harnessing of these two bodies of knowledge into a coherent and straightforward model.

The ‘Influenza’ programme

This training has been designed for people in business and is suitable for individuals at any stage of a management career. It is designed for attendees to understand the key factors that drive persuasion and the subtleties of language that render the desire to influence invisible. From these two factors, applied together, come the tools that make Influenza such a powerful persuasive tool.

Benefits for the individual

There isn't a single area of business, from HR to sales, that doesn't involve the need to communicate with others in a way that is likely to gain you the outcome you desire. In many ways it's the core condition for a successful business - to get someone to say yes to you, rather than someone else. Getting someone to agree with you, or influencing them towards a particular course of action, is made easier and more likely when you utilise the way our brain makes decisions. Once you know these processes you'll be amazed how straightforward it can be to be influential. What could that do for your career?

Benefits for the organisation

Your delegates will be able to apply these skills in their communications within their teams, as well as with customers. What would having a skilfully persuasive team of employees bring to your business? Influence is an invaluable commodity, and the ability to create it can transform the effectiveness of every level of a company. Having within the skillset of your employees the best knowledge of what science and psychology can offer could be the difference that makes the competitive difference.

“I LOVED this course. Trevor has put together a really fascinating training with lots of new material (which is a rare treat) and everyone can benefit from enhanced influencing skills! His style is engaging and informative – he really knows his stuff! I'm not aware of anything like this on the market – so it felt even better to have access to things that others don't know!”

Andie Hemming,
Director SPH Qualitech

“I loved the course. I thought it was interesting, powerful stuff and extremely useful and relevant. The content was well explained with good examples and humour.”

Michelle Wallace,
Director, Debenhams

“I've taken lots of valuable learning from ‘Influenza’, which I can apply to my business conversations straight away. Working with other business people from different environments provided useful opportunities for practice and feedback using situations from my everyday working life. Trevor is a fantastic facilitator, hugely knowledgeable, and of course, very influential! Highly recommended.”

Dawn Sillett
Director, DSTC

“Quite simply the most useful and enjoyable course I have ever been on. Trevor has that very rare commodity of in depth knowledge and an ability to communicate it in an engaging way. The first time in my life my attention has not wandered for two days.”

Tim Martin
MD, TwoWay Vision

“Just thought I would let you know I have had a success using the system. My client immediately agreed to commission me for more work. I knew the meeting was coming up so I used it as an example on the workshop to develop my approach and it worked. Hooray!”

Ros Clarke
Director, OMCL

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How to be Contagiously Persuasive

Day One



We begin by teaching you what you need to know about how the brain creates perception, and how we can use the brain's way of working to influence other people. What are the simple calculations the brain uses to give meaning to experience which, by using them ourselves, can profoundly influence people's decisions?

Patterns of Plausible Inference. Discovered by the mathematician Georges Polya, you are taught the three most relevant to persuasion in a business environment.



Alpha Strategies, The seven keys to increasing persuasiveness - the most effective and scientifically proven tactics for increasing the probability of someone agreeing or complying with your request or pitch.

Day Two



Presuppositions. These are the linguistic equivalent of assumptions. They're present in every sentence we ever speak, which is one reason why they're so powerful. The brain is trained to unconsciously follow where they lead, so the skilful conversational use of these can make you extremely powerful as a communicator.



Omega strategies. The principles of reducing resistance to an idea. Identified by psychologists, these principles are used by informed businesses across the world to sidestep or negate resistance to its message. I'll show you how to integrate them into your everyday work.

About Your Trainer

Trevor Silvester is an internationally recognised therapist and NLP trainer. He is the Training Director of **The Quest Institute**, the leading provider of training to the public in the field of Cognitive Hypnotherapy and Neuro Linguistic Programming (NLP). Trevor has over 15 years experience working as a therapist, helping with a wide range of issues – relationship challenges being prominent among them.

He is the author of two books which have sold worldwide. **Wordweaving Volume 1:** The Science of Suggestion teaches how to use language to alter people's perception and established his reputation as a leading expert in the field of language for influence. **Volume 2:** The Question is the Answer, provided a framework for change-workers to follow, to lead clients from their problem to their solution using the language of the client.

Trevor is a certified trainer of Neuro-linguistic Programming and has run courses in the UK and Europe to a wide range of audiences. He has featured on BBC Radio on a number of occasions, and has been a speaker at the Institute of Directors in London, The Senior Women in Policing Conference, and the Scottish Conference of the Institute of Personnel and Development, speaking on the subjects of influence, coaching, goal planning, learning and creating change.

Trevor is known for his depth of knowledge on the subject of creating individual change, his ability to communicate complex issues in an understandable way, and for the sense of humour he brings to both therapy and training. Reviews of his training can be found at www.questinsitute.co.uk

"It's taken me years of study and practice to be in a position to use language to influence in the way I do, and you know I'd be lying if I said I can teach you everything I know in two days. I can't; but what I can do is teach you a model that, by the end of those two days, gives you a framework that can take your goal and transform it into a potentially persuasive message. Just four steps to make yourself contagiously persuasive. How many times a day would that be useful to you?"



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how Influenza could
fit your needs contact
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