

Course Outline and Feature Sheet for
Persuasion Dynamics

Facilitator: Dr. Peter DeShane

Category: Seminar

Target Group: Individuals Interested in Powerful Persuasive Communication Skills such as Sales Professionals, Entrepreneurs, Business Owners and Managers

Background

The influence and communication process is a complex and dynamic social interaction between two or more people. While the mechanics of any particular interaction may differ depending on the service, product or idea that is being offered by the Influence Professional, there are two elements that must occur for effective communication and influence to occur:

- 1) There needs to be a high degree of trust and rapport between the two individuals.
- 2) There needs to be a perception of value from the perspective of the person being communicated to.

In both of these elements the listener must make decisions based upon his or her perceptions. Some of these perceptions will be based upon objective data such as price, data & payment arrangements. The majority of perceptions in most cases will be based on the subjective experience of the listener. How the listener feels about the product/service/idea, the Influence Professional, the company/organization and the industry in general will often hold a greater influence over the final outcome of a communication interaction than the cold, hard facts.

Frequently, these subjective perceptions lie largely outside of what psychologists refer to as “the conscious mind” and instead reside largely in the part of the mind known as “the subconscious mind”. The subconscious mind is the repository for all of our values, beliefs and perceptions that ultimately help us define our perception of reality.

As an example, if a listener was to harbour an unconscious belief that all people involved in a particular industry/organization (or part of an organization such as management or union) are untrustworthy, that would be a large impediment to the communication process. Likewise, if a Influence Professional knew how to address this sort of a concern at the subconscious level (the level at which it is created) and defuse it, the persuasion process would be greatly facilitated.

Almost all decisions (big and small) are made with a tremendous amount of input from the subconscious mind. All top Influence Professionals use techniques (whether they are aware of it or not) that tap into the client’s unconscious mind during the communication process. By doing so they not only build rapid rapport and trust, they also help the client

understand the value and benefits of the product/service/idea from the client's perspective. This in turn generates more buy in, thereby enhancing follow through, purchasing decisions and cooperation..

Central Mission

The objective of this course is to teach powerful, easy to apply techniques for communicating with the subconscious mind of a prospect or a client. These time tested, researched techniques have been used in a variety of disciplines (sales, psychology, medicine, advertising, marketing and politics) to produce behavioural change in people. This information is taught within the framework of the importance of integrity, authenticity and an ethical approach to the persuasion process.

Approach

This course is taught in an accelerated learning format to allow the participants to integrate this material at a rapid rate and be ready to apply it immediately after the course. Equally important, the techniques used in teaching this course help facilitate longer lasting changes and growth for the participants that will extend beyond the 2 week "inspiration phase" of many seminars. The course emphasizes applicability and is experiential in its approach. A number of support materials such as course CDs, learning decks and learning CDs are available to enhance the learning experience.

Course Format

The course consists of 2 pre-seminar CDs, 7 hours of training, 6 follow-up CDs and training on setting up "practice groups" to integrate the material afterwards. There is also optional coaching available after the seminar.

The pre-seminar CDs are designed to provide the participants with background information to "prime" them for the accelerated learning process. By providing a framework for learning this specialized information, these CDs will assist in a more rapid integration of the material. Each CD is 1 hour in length.

The 7 hours of training will be covering the material discussed in the course description below.

Course Outline and Scope of Content

1) Setting the Stage for effective subconscious communication

- Environment

- Anchors
- Peoples patterns

- 2) *Pacing reality and leading*
- 3) *Sensory modalities* – seeing, hearing and feeling – what is the most important to your client.
- 4) *Personality Quadrants* – Working with the 4 personality types and how to best communicate with them.
- 5) *Body language* – matching, mirroring and getting “buy in”
- 6) *Revivification*. “Has there ever been a time when...”. How to associate a client’s previous positive experiences to you.
- 7) *Because, but & and* – when to use them and when not to.
- 8) *The importance of trust*
- 9) *The signs of deep rapport* and how to test whether you are in rapport.
- 10) *Understanding your clients model of reality* - eliciting values and beliefs
- 11) *The Value-Belief model of personal transformation*
- 12) *Personal transformation and responsibility* – becoming even more of the kind of person you would buy from.
- 13) *Anchors* – what are they and how do you create them or defuse them.
Understanding personal, occupational, corporate and societal anchors.
- 14) *Time distortion*. Getting your client past their resistance and inoculating against buyers remorse
- 15) *Yes sets* – getting the client moving in the right direction.
- 16) *Objection Inoculation* – taking care of the obstacles before they even show up.
- 17) *The power of being precisely vague*
- 18) *Sensory processing styles*. Is that person an auditory, visual or kinesthetic?
- 19) *Creating a world of options with questions*
- 20) *Tag questions* to build a yes momentum

- 21) *Learning and applying this information.* The best way to eat an elephant - learning in bite sized chunks
- 22) *Sample dialogues* covering introductions, talking over the phone, in person, objection inoculation and sales stories.

Key

Participants will learn to understand the different aspects of subconscious communication and how to employ them effectively and powerfully in the communication process in an ethical and professional manner.

Why is this Content Especially Timely/Topical?

As people are becoming more and more savvy and markets are becoming increasingly more competitive and global, rapport, trust and the ability to understand your listeners needs are becoming even more essential than before. Clients want to feel that they have been heard and that the Influence Professional shares a common vision with them before they invest their valuable time, money and mental capital. The core beliefs, needs and wants that must be listened to and satisfied for clients to feel this way reside within their subconscious mind. This course teaches these skills within a system that allows both the experienced and the new Influence Professional to take their communication and persuasion abilities to the next level.