



## The Power of Influence

Influence plays a role in the success of a company. It enables companies to generate profit and win over the hearts and minds of their customers. The person, behind the scenes a professional wields power to shape the destiny of an entire company. With their influence and authority, they can overcome any obstacle in a sales pitch shape the thoughts of their superiors, colleagues and subordinates and even transform the governing philosophy of a company.

Moreover, influence can be a source of confidence for professionals since victory serves as a morale booster. However, acquiring influence is no task; it demands persistence and the ability to conquer fear every time professionals pick up the phone or step, into a sales pitch. This training course aims not to alleviate this fear but to empower employees to assert themselves and become invaluable assets to their respective companies.

### **Course Overview**

At the beginning of this session participants will have an opportunity to introduce themselves and discuss what they can expect from this workshop. They will also be able to identify their learning objectives.

**This workshop is designed to provide participants, with skills and knowledge in the following areas;**

- Overcoming fears that can impact a company's reputation.
- Developing communication skills to navigate any conversation confidently.
- Managing stress thereby enhancing personal influence within their organizations.
- Cultivating a positive and influential image, which can positively impact customer perception.
- Mastering the art of handling objections through persuasive arguments.

### **Confronting Fear;**

During this session participants will gain insights and techniques to transform fear into motivation for success. By the end of the workshop attendees will feel more empowered as speakers.

### **Effective Communication;**

Through engaging activities and discussions on body language fundamentals this session aims to equip participants with the ability to ask professionally crafted questions during conversations.

### **Stress Management;**

Recognizing the significance of managing stress this segment emphasizes the importance of maintaining composure and a calm mindset. These skills are essential for individuals seeking to establish influence both, within their organizations.

### **Creating an Image;**

During this session participants will learn how to craft an image of themselves by understanding the importance of presenting themselves in work attire. This skill will enable them to make an impression and establish their authority capturing the attention of others and encouraging them to listen attentively to their expertise.

### **Effectively Addressing Concerns through Persuasive Arguments**

In this segment participants will delve into these aspects thoroughly empowering them to develop top notch professionals within your organization.

### **Wrapping Up the Workshop**

At the conclusion of the course participants will have an opportunity to ask questions and create an action plan tailored to their needs.

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