

*Practical Strategies To Amplify  
Your Influence*

# PERSUASIVE POWER



Persuasive Power©

Modekurti Oliver

## Table of Contents

<b>COURSE INTRODUCTION</b>	<b>4</b>
<hr/>	
<b>MODULE 1: FOUNDATIONS OF PERSUASION</b>	<b>7</b>
<hr/>	
<b>UNDERSTANDING PERSUASION: DEFINITIONS AND KEY CONCEPTS</b>	<b>7</b>
<b>PERSUASION PRINCIPLES AND THEORIES</b>	<b>8</b>
<b>OTHER THEORIES OF PERSUASION</b>	<b>11</b>
<b>ETHICAL CONSIDERATIONS IN PERSUASION</b>	<b>13</b>
<b>MODULE ONE IMPORTANT TAKEAWAYS</b>	<b>16</b>
<b>MODULE ONE EXERCISES</b>	<b>17</b>
<hr/>	
<b>MODULE 2: BUILDING BLOCKS OF PERSUASIVE COMMUNICATION</b>	<b>23</b>
<hr/>	
<b>CRAFTING COMPELLING MESSAGES</b>	<b>23</b>
<b>THE ART OF STORYTELLING: USING NARRATIVES TO PERSUADE</b>	<b>25</b>
<b>EFFECTIVE LISTENING AND QUESTIONING TECHNIQUES</b>	<b>27</b>
<b>MODULE TWO IMPORTANT TAKEAWAYS</b>	<b>29</b>
<b>MODULE TWO EXERCISES</b>	<b>31</b>
<hr/>	
<b>MODULE THREE: STRATEGIES FOR EFFECTIVE PERSUASION</b>	<b>37</b>
<hr/>	
<b>TECHNIQUES FOR BUILDING RAPPORT AND TRUST</b>	<b>37</b>
<b>THE ROLE OF EMOTIONS IN PERSUASION</b>	<b>39</b>
<b>OVERCOMING RESISTANCE AND HANDLING OBJECTIONS</b>	<b>42</b>
<b>MODULE THREE IMPORTANT TAKEAWAYS</b>	<b>44</b>
<b>MODULE THREE EXERCISES</b>	<b>45</b>
<hr/>	
<b>MODULE FOUR: APPLYING PERSUASION IN REAL-WORLD SCENARIOS</b>	<b>48</b>
<hr/>	
<b>PERSUASION IN NEGOTIATIONS AND CONFLICT RESOLUTION</b>	<b>48</b>
<b>INFLUENCING GROUP DYNAMICS AND PUBLIC SPEAKING</b>	<b>50</b>
<b>IMPLEMENTING PERSUASION SKILLS IN DAILY LIFE</b>	<b>54</b>
<b>MODULE FOUR IMPORTANT TAKEAWAYS</b>	<b>56</b>
<b>MODULE FOUR EXERCISES</b>	<b>58</b>
<hr/>	
<b>FINAL REMARKS</b>	<b>66</b>

## COURSE INTRODUCTION



You might not realize it, but you regularly influence other people. You are a positive influence when you help someone complete a difficult task. It is especially true if the person you helped learns how to handle the responsibility independently after receiving your guidance.

There are also times when you consciously try to influence someone. You do this during job interviews and when applying for a loan at a bank or lending institution. You do everything you can to convince the other person to give you the job or the loan.

Those are a few of the most common ways a person attempts to control or influence an outcome.

Sometimes, persuasion happens over the long term. You work hard to outperform your coworkers and have a shot at moving up the corporate ladder. You hope your years of hard work will influence the decision.

Positive influence can benefit your most rewarding personal relationships. Think about the last time you disagreed with a coworker, friend, or loved one. You wanted them to see things your way, so you tried to persuade them to change their mind.

You must possess powers of persuasion and inspiration for high success, fulfillment, and accomplishment. This course is designed to help you achieve that.

It's divided into four modules to walk you through the lessons. Each module wraps up with a summary of the most important points. After that, you receive exercises designed to help you actively work on your powers of influence.

Your path to powerful persuasion begins with **Module 1: Foundations of Persuasion**. We'll define the word and discuss principles and theories that can make you a better influencer. This section of your course closes with a look at the ethical side of influence.

In **Module 2: Building Blocks of Persuasive Communication**, you learn how storytelling, proper questioning, active listening, and empathy can help you develop a compelling message.

You discover methods for building rapport and trust in **Module 3: Strategies for Effective Persuasion**. We'll examine how emotions play into both sides of the persuasive process. You'll learn how to overcome objections and other forms of resistance when you intend to influence the behavior or opinion of others.

In **Module 4: Applying Persuasion in Real-World Scenarios**, we cover persuasively approaching negotiations, public speaking, group dynamics, and conflict resolution. This module closes with examples of implementing your newly developed persuasion skills.

Once you have completed the course and all the action exercises, you can confidently guide conversations and negotiations to a favorable conclusion. Your

improved ability to influence others will benefit the outcomes you create in personal and professional interactions.

If you're ready, let's begin.