

Persuasion and Influence

Title	Duration (minutes)	Author	Course Description
• Influence: The Psychology of Persuasion Robert B. Cialdini	15	Blinkist	This book summary of Influence explains in detail the fundamental principles of persuasion. How do you get people to say yes? How do other people get you to say yes? How are you manipulated by sleek salesmen, clever marketing folks and sneaky confidence tricksters? These blinks will help you understand the psychology behind their techniques, enabling you to unleash your own persuasive powers, while also defending against their tactics of manipulation.
• Persuasive Techniques to Influence Others	16	American Management Association	The ability to influence others is a crucial requirement of being a strong leader. In this module, you will learn to understand persuasion strategies and techniques that will strengthen your ability as an influencer, explain why influence is the highest form of persuasion, and understand the benefits of persuasion.
• Persuasion And Influence: 01. Our Seven Fundamental Psychological Drivers	18	The Expert Academy	Who Is The Course For? Professionals wanting to know how to improve business communication skills using persuasive psychological techniques, People looking to develop their persuasion skills, Professionals wanting to improve their influencing skills, Anyone curious about the psychology of persuasion, influence and motivated communication, Individuals looking to enhance their relationships with their loved ones, work colleagues and friends, Anyone wanting to better relate to people through the generation of persuasion-based empathy
• Persuasion And Influence: 02. First Impressions And Getting People To Jump Through Hoops	17	The Expert Academy	After a brief introduction with the course expert, Phillip Hesketh, you will learn the key concepts of human behaviour including the seven psychological drivers, the mechanics of conversation, first impressions and opinion formation
• Persuasion And Influence: 03. Reading And Interpreting Body Language	21	The Expert Academy	Persuasion and influence are useless unless you can gauge how the other person is feeling. That is why reading body language is so important when applying communication and persuasion skills. As well as learning how to deal with difficult people, you will also be taught about the universality of persuasion - specifically, how you can use it at work as well as at home. Hesketh explains that companies and relationships follow the same course and can be improved in a similar way using the right persuasive psychological techniques.
• Persuasion And Influence: 04. How To Handle Difficult People	20	The Expert Academy	As well as learning how to deal with difficult people, you will also be taught about the universality of persuasion - specifically, how you can use it at work as well as at home. Hesketh explains that companies and relationships follow the same course and can be improved in a similar way using the right persuasive psychological techniques.
• Persuasion And Influence: 05. How To Keep Improving Relationships	15	The Expert Academy	Hesketh explains that companies and relationships follow the same course, and can be improved in a similar way using the right persuasive psychological techniques
• Persuasion And Influence: 06. How Relationships Develop And How To Relate To People	16	The Expert Academy	Persuasion can build empathy, can better the relationships you have with those around you, and can get you to places and experiences in life you once only dreamt of.
• The Art of Persuading Through Listening: Part A	15	Cegos	This course introduces you to the many benefits of active listening and provides you with 8 active listening techniques you can start using today. We'll begin by explaining how you can use active listening to make your arguments more effective, helping to guide your customer through the 5 stages of persuasion to close the deal. Then, we'll show you how to reassure your customer that you are listening by applying your choice of 8 effective techniques.
• The Art of Persuading Through Listening: Part B	15	Cegos	As sales associates face increasing pressure to deliver short-term results, the ability to persuade and convince is becoming an essential trait. Yet many people wrongly believe that a persuasive sales associate is someone who talks a lot, occupies center stage and delivers a well-honed argument to customers. But is this really what customers want? Is this really beneficial for a long-term business relationship? These are the questions that we will address in this module.