

# Persuasion and Influence

Title	Duration (minutes)	Author	Course Development
<ul style="list-style-type: none"> <li>Decision Makers and Influencers</li> </ul>	3	HSI-ej4	Decision makers have the power and authority to make a sale happen. Influencers have the power to influence and persuade the decision makers. Who should you pitch to? Who should you spend more time talking to? How do you determine who the decision makers and influencers are? That's what this course is all about. We'll discuss the differences between these two customer types and what role they play in the sales process.
<ul style="list-style-type: none"> <li>Listening Skills: 01. Active Listening</li> </ul>	6	HSI-ej4	"There is only one rule for being a good talker: learn to listen." "Listening is the loudest form of kindness." There are a million quotes that speak to the importance of listening. At work, this skill is critical. It's the key to gaining wisdom. Who doesn't need more wisdom in the workplace? In this course, we'll talk about the process of active listening and go over what is required to successfully listen to and understand others. This includes showing empathy, reading nonverbal cues, taking notes, and more.
<ul style="list-style-type: none"> <li>Listening Skills: 02. Listening Even When It's Difficult</li> </ul>	6	HSI-ej4	Listening to other people can be difficult when you're distracted or when the other person isn't speaking clearly, but it's even more difficult if you don't agree with what they're saying. In situations like this, it requires more than just active listening, which focuses on what the other person is saying and confirming your understanding. In order to truly listen through a disagreement, we need empathetic listening. In this course, we'll define empathetic listening and explore tips on how to effectively and empathetically communicate with people, even when you disagree.
<ul style="list-style-type: none"> <li>Persuasive Communication</li> </ul>	6	HSI-ej4	Have you ever met someone who seems to have the ability to convince anyone to do anything? What is that magical charm they have? Effective persuasive communication is an important skill to have, whether you're trying to sell a product, convince a coworker to agree with your solution to a problem, or simply get someone to see from your point of view.
<ul style="list-style-type: none"> <li>Persuasive Communication: 02. Techniques</li> </ul>	6	HSI-ej4	Imagine being able to get anything you wanted or needed in your professional life. Your power of persuasion plays a large part in the results you get. Some people are naturally persuasive, while others need to be coached or trained on how to persuade the right way. This course goes through many techniques for improvement.
<ul style="list-style-type: none"> <li>09. Telling the Story: The Art of Persuasion</li> </ul>	6	HSI-ej4	Persuasion is a fine art, something that accomplished salespeople have perfected over the years. In this course, you'll learn how to sell—without nagging or manipulation.
<ul style="list-style-type: none"> <li>Is It Better To Be Agreeable or Disagreeable?</li> </ul>	6	HSI-ej4	Imagine your coworker is running way behind on their project, again, and they ask you to stay late and help. Assuming you don't have any other obligations, would you just say yes and help them out, or would you say no? In this scenario, the degree to which you're agreeable or disagreeable will influence your response. So, what are the differences between agreeable and disagreeable, and which one's better? That's what we'll discuss here.
<ul style="list-style-type: none"> <li>Leadership and Power: Honing Your Power</li> </ul>	8	HSI-ej4	"With great power comes great responsibility." As a leader, you have the ability to make change and influence the behavior of others. Therefore, it's important that you harness your power for good. In this course, we'll talk about how to do just that. We'll discuss the importance of identifying your values, building referent power, finding a mentor, empowering others, and getting feedback.
<ul style="list-style-type: none"> <li>Leadership and Power: The Bases of Power</li> </ul>	9	HSI-ej4	All leaders have power. Have you ever thought about where that power comes from? There are various sources, or bases, of power. When you possess these, you have the ability to influence the behavior of others. In this course, we'll discuss the six different bases of power and why it's important to understand where your power comes from.