



Persuasive Speaking

Program Overview:

Experienced with the techniques for powerful presentations? Learn the crucial structure of persuasive speaking to get others to take action, change direction, commit and buy. Discover strategies for working with different audience reactions. This program also provides techniques for impressively handling impromptu speaking – when you are asked to give your opinion or information during a meeting.

Target Audience:

Perfect for graduates of “Present with Success” who have already developed strong platform skills. Great for salespeople and those in a relationship management role.

Number of Participants: 10 maximum

Program Length: 1 day

Learning Outcomes:

As a result of this training program, participants will be able to:

- Analyze their audience and areas of resistance
- Organize a persuasive presentation to achieve an end goal
- Develop logical and emotional appeals to sell their ideas
- Handle impromptu speaking situations
- Create visual aids that reinforce their message
- Handle challenging audience situations



Course Outline:

1. Overview of Delivery Skills

- Maximizing visual signals: posture, movement, gestures, eye contact, facial expressions, and wardrobe and grooming
- Maximizing vocal signals: How to use your voice to maximize impact
- Maximizing verbal signals: word choice, power robbers, and speaking to your audience

2. Persuading in Meetings

- Employing an effective strategy: the PREP and Informative models
- Participant Project: Each participant is given an impromptu topic to speak about, as well as relevant questions to follow the topic. These presentations are videotaped and critiqued in a simulated meeting format.

3. Developing Persuasive Presentations

- Using the elements of persuasion: Ethos, Pathos, Logos
- Analyzing your audience: Favorable, Uninformed, Apathetic, Hostile
- Three persuasive strategies for presentations
- Incorporating logical and emotional appeals
- Creating strong openings and closings

4. Creating and Using Visual Aids

- Managing high and low tech approaches
- Creating visuals for maximum impact and retention
- Using visuals effectively and smoothly

5. Participant Project:

Participants prepare a five-minute persuasive presentation with visuals. In pairs, participants do a dry run of their presentations.

6. Handling Challenging Questions

- When you don't know the answer
- When you have an expert in the room
- When you receive a hostile question or comment

7. Participant Project:

Each person presents his/her 5-minute persuasive presentation – using visual aids and handling questions. The presentation is videotaped and critiqued by the instructor and group.



Materials Include:

Participant manual, presentation planning pad, digital video recording, and BRODY publication *Speaking is an Audience-Centered Sport* and “Effective Presentation Skills”

Continued Development For Sustained Results:

Add one or both follow-up options to guarantee lasting impact of your training investment.

Group Webinar

To maximize retention of classroom principles, participants can take part in a follow-up webinar. Following the live training, the webinar will be available on two separate dates, selected by the client. This custom webinar allows participants to gain techniques in topics not covered in the training program or go in-depth on subjects of interest for the group. Possible topics include: preparing to present, handling the Q&A, facilitating discussion, taking ownership of the slide presentation, and persuasive speaking.

Individual Speaker Coaching (via phone/email or webcast)

30 minutes of one-on-one coaching with each participant within 90 days of the training, will reinforce the training, preparing individuals for an upcoming presentation, speaking up at meetings, or getting them ready for impromptu speaking situations.

Course Tailoring:

This program can be tailored to meet specific corporate and participant needs, including the following:

- Inclusion of company or team-specific presentation topics, content and format
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints