# Advanced Influencing & Persuading Training

Duration: **2 Day**

BİLGİNÇ IT Academy
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Successful communication in business is not only about sharing information. Leaders, managers, and professionals must also be able to influence others, build trust, and communicate persuasively. Influencing & Persuading training helps participants develop the communication and relationship-building skills needed to create stronger professional impact.

Influencing & Persuading training offered by Bilginc is designed for professionals who want to improve communication effectiveness, strengthen workplace relationships, and enhance persuasion skills.

### What is Influencing & Persuading?

Influencing & Persuading is a professional development program focused on improving influence, persuasion, and relationship management skills in business environments. Participants gain practical knowledge in communication strategies, negotiation techniques, trust-building, and persuasive communication methods.

### Benefits of Influencing & Persuading Training

- Improves communication skills
- Strengthens persuasion abilities
- Enhances professional relationships
- Supports leadership effectiveness
- Develops negotiation skills
- Builds professional credibility and trust

## Who Should Attend

This training is ideal for:

- Team leaders
- Managers and executives
- Sales professionals
- HR specialists
- Project managers
- Professionals seeking stronger communication and negotiation skills

## What You Will Learn

During this training, participants will learn how to:

- Apply effective influencing and persuasion techniques
- Build trust-based professional relationships
- Understand different communication styles
- Improve negotiation and interaction skills
- Communicate effectively in challenging situations

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## Training Outline

### 1. Fundamentals of Influence and Persuasion

Explore the key principles of persuasive communication and influence in professional environments.

### 2. Communication Styles and Trust Building

Learn how to recognize communication styles and develop stronger workplace relationships.

### 3. Persuasive Communication Techniques

Develop strategies for delivering messages more effectively and persuasively.

### 4. Negotiation and Relationship Management

Understand communication approaches that support collaboration and positive business outcomes.

### 5. Influencing in Challenging Situations

Learn how to maintain effective communication and influence under pressure or during conflict.