

# The Influential Conversation™

Essential Interaction and Executive Presence Skills for Gaining Buy-In

## The Business Challenge: Gaining and Keeping Buy-In

Poor conversations lead to poor business performance.

If you think about it, most sales problems—long buying cycles, missed quotas, small deal sizes, and lost deals—aren't due to poor methodology. They're due to a conversation skills problem.

The same is true for innovation. Development of great ideas—new products, processes, partnerships—grinds to a halt when employees can't influence others to buy in to those ideas.

Unresolved performance problems, too, are not typically due to defiance or incompetence. They persist when managers fail to win employee buy-in on the problem (and solution) to begin with.

 *The simple truth is, your company's ability to achieve its most important goals depends almost entirely on the ability of your people to engage in influential conversations.*

That's why it's critical that all professionals learn how to engage in conversations that win the confidence and commitment of skeptical stakeholders and distracted customers.



## Engage in influential, high-value business conversations that get results.

As a participant in this workshop, you'll gain five (5) crucial skills for gaining and sustaining the attention, trust, and buy-in of even the most cynical and decision-shy.

- 1** Influence collaboratively to **reach consensus and agreement faster**
- 2** Demonstrate executive presence to earn **credibility and trust**
- 3** Use inquiry to get to discovery and **align with your listeners**
- 4** **Handle objections and pushback** to mitigate risk and persuade listeners to buy in or commit to your ideas
- 5** **Sustain commitment** of others to ideas, projects, products, and partnerships

## About Mandel's Think and Speak for Results Series™

The Influential Conversation™ is part of Mandel's Think and Speak for Results Series™, three programs that build the essential presentation, influence, and collaboration skills needed to win in today's business world. Based on more than two decades of research and extensive implementation at Global 1000 corporations, these proven programs don't just develop communication skills—they build the critical thinking skills today's employees need to communicate with maximum impact.