

Think and Speak for Results:

# The Influential Conversation™

Develop the executive presence, conversation, and influence skills to rapidly gain and sustain the buy-in of even the most skeptical stakeholders, sales prospects, and clients.

Training Options: Live and Live Online Program Duration: 1-day, and 2-day Options

## Day 1

### Prepare for Success - Get Ready and Focused

- ✓ Understand what it takes to truly be heard and reach mutual agreement
- ✓ Get clear and specific about the goals for your conversation.

### Learn the Art of Collaborative Influence

- ✓ Discuss how balanced inquiry and advocacy produces collaborative agreement
- ✓ Understand the four key components of an influential and productive conversation: Prepare, Open, Inquire, and Advocate.

### Quickly Assess Your Audience/Listener

- ✓ Use Force Field analysis techniques to identify and plan for both supporting and opposing forces for your topic.
- ✓ Use Mindset Continuum techniques in order to connect with your audience/listener's mindset before you start the conversation.

### Open the Conversation with a Compelling and Relevant Business Case

- ✓ Use the Mandel BLUEPRINT® to create clear, concise, audience-centric content.
- ✓ Use the Mandel SCIPAB® tool to create an engaging listener-focused opening.
- ✓ Close with a strong point of view statement and/or a call to action.

### Learn the Art of Executive Presence

- ✓ Master a balanced, confident, and relaxed posture to communicate credibility.
- ✓ Use pausing skills to gather your thoughts, allow your audience time to process what you are communicating, and make a point.
- ✓ Communicate passion and commitment using vocal and facial animation.

## Day 2

### The Art and Science of Inquiry: Questioning to Discover and Agree

- ✓ Understand the role of genuine rapport before expecting someone to engage in a meaningful conversation and/or answer probing or thought provoking questions.
- ✓ Use questioning techniques that avoid interrogation and instead encourage discussion and deeper understanding.
- ✓ Master the four types of questions--Fact, Perspective, Possibilities and Feelings-- and learn when each is most appropriate.
- ✓ Use linking and summarizing to demonstrate you've been actively listening and have the mental horsepower to connect what's been discussed to the listener's needs and POV.
- ✓ Develop tactics to decide when to move to advocacy, return to inquiry, or stop to handle an objection/question.
- ✓ Use what the listener has said to earn the right to move the conversation to commitment.

### Uncover All Objections/Issues by Encouraging Push-back

- ✓ Use *Align-Respond-Maintain™* to effectively handle challenges and objections.
- ✓ Learn how to take a tough question or push-back and convert it into an opportunity to dive deeper into a particular topic.
- ✓ Learn how to positively defer a question to another time – especially if you don't know the answer.

### Gain and Sustain Commitment

- ✓ Articulate the Position – Action – Benefit for both parties and confirm agreement
- ✓ Develop reasonable next steps and a plan to keep everyone who is involved accountable.