

Course Overview & Modules



“The Science of Proactive Persuasion: How to Sell Your Ideas, Projects, Capabilities and Products”

Today’s competitive business environments require that technical professionals be able to “sell”. Internally, you "sell" as you compete for resources, advance your projects and careers, get buy-in to ideas and strategies and promote change. Externally, you may participate in the selling of products, services, or projects to existing and potential customers. Do you have a well-defined process to follow and does it lead to success? Or do you follow the typical path of technical professionals, which is to “sell” with data; and if you don't get the result you want, you present more data?

This course shows how personal communication and persuasion skills are as rational as technical skills, and that you can learn and apply them just as systematically as you mastered your technical skills, helping you to interact with confidence and giving you credibility with your peers and customers/colleagues. The focus is on the systematic application of a logical process, an understanding of the human elements involved, and on providing the necessary skills, strategies, and techniques to increase your professional as well as personal effectiveness. Industry-specific examples are cited to assist with the application process.

Through self-assessment surveys, participants learn about themselves (behavioral style; internal "scripts"; preferred information processing modes) and how to be more effective in dealing with colleagues and clients who are different. Best practices are stressed along with a set of tools and techniques that can be applied immediately to communication and persuasion situations. Industry specific examples are cited to assist with the application process.

Course Objectives

- Equip technical personnel with basic communication and persuasion skills to communicate effectively with colleagues, managers, subordinates, customers, etc.
- Help develop the strategies and techniques necessary to better recognize, control and be successful in persuasion situations.

Target Audience

All technical professionals who spend a good portion of their time dealing with people--whether it’s internally with colleagues, or externally with customers. The course is designed for technical professionals who want to increase their business persuasion and communication skills and thereby achieve excellence in performance.

Course Length

This course is offered as a 2 or 3-day consecutive training. The length varies depending on the goals of the session and/or the available schedule, and the curriculum is customized accordingly. For onsite delivery it can also be divided up into non-consecutive sessions to accommodate schedule constraints

What You Will Learn (*Course content is customized to address the specific issues of each group of participants.*)

Persuasion & Communication Strategies and Techniques

- How to persuade and convince customers/colleagues about an issue
- How to cultivate relationships with new customers/colleagues
- Getting buy-in from internal management/team
- Understanding a 9-step persuasion process that works in a technical environment
- Presenting your case—how and what to present
- Knowing how and when to use technical knowledge and expertise so it doesn't hurt you
- How to avoid “un-paid consulting”

- Understanding and identifying business opportunities: the needs, wants, problems, and motivating factors for action
- How to help your “customers” (team members, managers, subordinates, etc.) discover they need your idea, product, service, etc. and why “convincing” won't work
- How to avoid “Think it overs”
- How to differentiate yourself from competitive options
- How to separate a “real” opportunity from a “resource drain”
- How to promote your ideas, concepts and projects to management

- How to win resources for your technical group, project or process
- How to quickly and effectively establish rapport with someone new
- Changing a colleague or team member's negative perception or position
- How to effectively communicate with and persuade people whose personality and behavioral styles are different from yours
- Getting colleagues/clients to make and keep commitments
- How to avoid assumptions and confusion in the persuasion process

- Questioning strategies to uncover the truth about where your customer/colleague stands on an issue
- How to get people to feel urgency and make decisions/get closure
- How to be confident when in persuasion situations
- How to deal with “No's” and Stalls
- How to get colleagues/clients comfortable enough with you to “open up”
- Identifying and eliminating potential problems early in the “selling” process
- How to create a process of mutual consent

Course Format

The material is presented in a manner to facilitate the process of learning, from the initial phase of understanding (knowing) a concept, to the advanced phase of applying (owning) it. Much interaction is encouraged, with participants having an opportunity to discuss and practice techniques, strategize their own specific situations, and participate in exercises that simulate realistic communication and persuasion situations. Course materials are provided for each participant.

Course Materials

All participants receive a binder with course materials including course overview, agenda, notes, handouts, exercises and reference material.

Comments from Past Participants:

- “An absolutely superb course! This course identifies issues, people and "selling" methods that I may have been aware of--but it really brings the methods to the forefront. Excellent tools for the technical manager's toolbox--at work, at home and everywhere in life." -- *David Borth, Corporate VP, Motorola*
- “This training was excellent. It has practical use in all job functions. The application scenarios and role-playing exercises were great!” -- *Rajeev Thakur, Sr. Marketing Analyst, Robert Bosch LLC*
- “Thank you. I am already using some of the contract skills with my boss for our upcoming budget planning. I may get a few more people on my staff thanks to your methodology. The timing for me to acquire these skills was perfect.” -- *Olivier Randoing, Engineering Mgr., International Manufacturing Co.*
- “Absolutely phenomenal take-aways! I would recommend this course to everyone I know! Easy to use information that is relevant to my daily tasks.” -- *Bethany Mastin, Program Quality Engineer, Boeing*
- “We’re in “selling” situations almost daily, yet have never learned how to sell or persuade. This is very useful information!” -- *Bill Arrighi, Computer Scientist, Lawrence Livermore National Laboratory*
- “If you take only one course in the next 10 years, make sure it is this one!” -- *Mike Chenery, Vice President for Advanced Product Engineering, Fujitsu Computer Products*
- “This is the best training I’ve ever had. Exceeded my expectations. It will not only help me to do my job better, but will also help me be a better parent!” -- *Kevin Xu, Staff Engineer, Akebono Brake Corp.*
- “We learned strategies and tactics that we can use immediately on our day-to-day tasks, Outstanding!” -- *Paulo Calil, Sales Account Manager, Kolbenschmidt Pierburg Group*
- “Excellent. Every engineer should take this course. Great insight into people and how to interact with them so everybody wins.” -- *T. Alex Lee, Project Engineer, Honeywell*
- “The techniques described in this course are very pertinent to our conducting of project acquisition, development, delivery and daily interactions, externally and internally.” -- *Chenyang Xu, Member Technical Staff, Siemens Corporation*
- “Great training! Specifically tailored to the needs of engineers.” -- *Paul Trucker, Lead Engineer, Mahle*
- “An excellent course, taught most expertly. Exceeded my expectations!” -- *Grant Bazan, Physicist, Lawrence Livermore National laboratory*
- “Excellent...it adds structure to something that most engineers don’t realize is a process that can be systematically followed with results.” -- *John Williams, Sales Engineer, TI*
- “I wish I had taken this course many months ago! I will be able to apply these tools immediately in my job.” -- *Ken Buck, Test & Assembly Manager, Sandia National Labs*
- “Training exceeded my expectations. Good application techniques were demonstrated through case studies, role play, etc.” -- *Rob Bernaki, Program Manager, AVL*