



Persuasion Skills Training

Training Agenda

Day 1	Welcome & Program Overview	10 Minutes	9:00 AM – 9:10 AM
	The Persuasion Effect	30 Minutes	9:10 AM – 9:40 AM
	Thoughtful Persuasion	50 Minutes	9:40 AM – 10:30 AM
	Coffee Break	15 Minutes	10:30 AM – 10:45 AM
	Credibility and Sincerity	30 Minutes	10:45 AM – 11:15 AM
	The Art of Image Management	35 Minutes	11:15 AM – 11:50 AM
	Conclusions	10 Minutes	11:50 AM – 12:00 PM
	Day 2	Reviewing the previous day's topics	10 Minutes
Power Talk!		30 Minutes	9:10 AM – 9:40 AM
Message Development		50 Minutes	9:40 AM – 10:30 AM
Coffee Break		15 Minutes	10:30 AM – 10:45 AM
The Gentle Art of Self-persuasion		30 Minutes	10:45 AM – 11:15 AM
Your Audience & Opponents		35 Minutes	11:15 AM – 11:50 AM
Conclusions		10 Minutes	11:50 AM – 12:00 PM
Day 3		Reviewing the previous day's topics	10 Minutes
	Mindless Influence	30 Minutes	9:10 AM – 9:40 AM
	Contrast & Reciprocation	50 Minutes	9:40 AM – 10:30 AM
	Coffee Break	15 Minutes	10:30 AM – 10:45 AM
	Consistency & Authority	30 Minutes	10:45 AM – 11:15 AM
	Scarcity, Conformity & Liking	35 Minutes	11:15 AM – 11:50 AM
	Conclusions	10 Minutes	11:50 AM – 12:00 PM