

**Duration:** 40 mins

**Course level:** Introductory

**Delivery method:** Online

## Introduction

The success or failure of a business can depend on the persuasion skills of its staff and managers. They need to be able to persuade potential customers, suppliers and colleagues to act in a certain way that will ultimately benefit the business.

The **Persuasion Process** provides an overview of the whole persuasion process.

## Who is the course for?

The **Persuasion Process** is an introductory course suitable for people who are likely to become first-time managers, or are already in the post but have no knowledge of the subject and limited work experience.

This course is appropriate to any business sector and there are no formal entry requirements.

## What will you get from this course?

When you have completed this course, you will:

- understand how to prepare yourself for persuasion
- have a basic understanding of how to deal effectively with senior colleagues.

## Course features

This course gives you a basic grounding in the principles and practice of persuasion. It takes you through the key steps in the process, using on-screen text and an audio summary. You can complete simple exercises and receive immediate feedback.

At the end of the course, there is a multiple choice test to check your knowledge and understanding, but you can take this as many times as you like.

You can start your course straight away and use it at any time, as long as you have access to a computer with an internet connection. The course is available for six months from the date first accessed.

## Other courses you might be interested in

**Briefing Skills**  
**Written Communications**

**The Apprentice – Negotiating to Win**  
**Introduction to Negotiation**

**Course code:** 103080BT050

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