

Art of the Buy-In

Course Duration: 2-day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

PROGRAM OBJECTIVE

You may have the best ideas and possess the knowledge in executing your ideas but if you cannot present it effectively or get the necessary buy-in, achieving the outcome that you want becomes a real challenge. The Art Of The Buy-In is a powerful way to communicate your intentions and ideas to your target audience. They are great opportunities to transform the communication process from a passive perspective to a pro-active position. You can use the techniques learned to effectively persuade your audience to take a particular course of action, to convey convincing information, to gain commitment or to provide a forum for discussion of ideas. Applying effective presentation skills, including storytelling, greatly enhance your ability to get the job done in an inspiring and impactful manner.

This unique 2-day, activity driven program teaches skills that boost personal productivity and relationship building through increased understanding and effective implementation of the persuasive presentation process. By providing you with a rigorous training environment, your active participation in our program will enable you to apply and sustain your learning to a point of forming winning habits. You will have the ability to create the greatest positive impact when you are presenting your next idea, solution or business improvement initiative.

Art Of The Buy-In focuses on the following areas:

- Context setting
- Influence
- Objection handling
- Persuasion
- Presentation

LEARNING OUTCOME

After completing the training, you should be able to:

- Build compelling stories for customers, staff and stakeholders
- Develop the power of persuasion
- Influence your audience for the buy-in
- Master tools to tell stories persuasively
- Match audience needs with benefits of value-based statements

METHODOLOGY

To change your direction, shift your thinking.

However long ago you learnt to ride a bicycle, it's likely an experience you've never forgotten. The skill remains with you today. When was your last corporate training program? How much of what was learnt is actively applied in your business today? Are all that remains the workshop manuals left on your shelf?

Our programs are initiatives that last. They encourage new ways of thinking. They open up ways to create extraordinary achievements. We believe individual behavior and attitude contribute significantly to the overall excellence of your organization. So we focus on what really matters.

Our unique methodology of combining experiential, instructional and discovery learning, and supported by modern coaching technology, creates powerful shifts in attitudes and behavior that will encourage sustainable change in your organization. These changes make an impact on results where it matters.

In our programs, you can expect an extensive use of case studies, debriefing, dyads, facilitated coaching, feedback, games and activities, group discussions, lectures, psychodramas, simulations, story-telling and structured instruments.

FRAMEWORK IMPLEMENTATION

Our unique experiential framework and implementation empowers you to:

- Achieve your intended objectives effectively
- Close deals and required buy-ins with greater success rate
- Communicate clearly and concisely
- Develop your personal unique storytelling style
- Employ effective communication skills to different types of listeners
- Improve relationships through effective communication
- Increase productivity and performance
- Influence people
- Inspire and motivate your audience
- Listen generously and question skillfully
- Match stakeholders' needs with value propositions
- Present your story persuasively

COURSE CONTENTS

Day 1:

Module 1: Defining Your Presentation

- The 3 elements
- Content prioritization
- Elevator pitch
- Story selling structure

- The 3-Act Structure

Module 2: Set The Scene

- Considerations, Pros & Cons
- Value-based propositions
- Developing USPs
- The Needs Pyramid
- OPENINGS styles

Module 3: State The Idea

- Features, Advantages & Benefits
- Bridging statements
- What will happen if not
- Mastering the deck
- Powerful visual presentation

Module 4: Refining The Idea

- Deeping Meaning
- Making It Personal
- Creating a distinct look
- How to present data that sells
- Bottom Line, Golden Nuggets and analogies

Day 2:

Module 5: Delivering The Idea

- Principles of influence
- Question-fielding techniques
- Handling objections
- The PLUS Model
- Forward thinking with 'What If'

Module 6: Closing

- Persuasive language techniques
- Types of closers
- Summarize and prioritize
- Call To Action (CTA)
- Confirm the agreement

Module 7: Presentation Flight 1

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review

Module 8: Presentation Flight 2

- Live demonstration
- The Hot Seat
- Role of the audience
- Art of feedback
- Objective and subjective review