

Advanced Manual – Persuasive Speaking

The Effective Salesperson

Objectives: Learn a technique for selling an inexpensive product in a retail store.
Recognize a buyer's thought processes in making a purchase.
Elicit information from a prospective buyer through questions.
Match a buyer's situation with the most appropriate product.

Time: 8-12 minutes

Conquering the Cold Call

Objectives: Learn a technique for "cold call" selling of expensive products or services.
Recognize the risks buyers assume in purchasing.
Use questions to help the buyer discover problems with his or her current situation.
Successfully handle buyer's objections and concerns.

Time: 10-14 minutes

The Winning Proposal

Objectives: Prepare a proposal advocating an idea or course of action Organize the proposal using the six-step method provided.

Time: 5-7 minutes

Addressing the Opposition

Objectives: Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint.
Construct the speech to appeal to the audience's logic and emotions.

Time: Speech 7-9 minutes
Q & A session 2-3 minutes

The Persuasive Leader

Objectives: Communicate your vision and mission to an audience.
Convince your audience to work toward achieving your vision and mission.

Time: 6-8 minutes