



21 Laws of Influence

Course Overview:

In order to become a 'Master of Influence', it's essential to understand the laws that govern the influencing process and how to communicate effectively to get the results you want. Therefore, Indaba has created an extensive course on The 21 Laws of Influence which will teach you how to influence others in a positive manner. The 21 Laws of Influence will teach you how to predict most peoples' responses and how to communicate in certain situations which will greatly enhance your ability to influence them. Then, you will learn the steps of the influencing process, so that you can build an effective influencing campaign.

In today's workplace and in dealing with customers, it is important to know how to confidently and positively influence clients, peers, customers, client prospects, employees, and upper level management. The 21 Laws of Influence course sessions teach participants the typical behavior patterns that people consistently follow during the influencing process. Then, the sessions give insight into how to recognize which of the 21 Laws of Influence are 'in play' and how to transform those common behaviors and communication into valuable skills in order to influence others.

Features and Benefits:

- The 21 Laws of Influence will teach you how to predict most peoples' responses, which will greatly enhance your ability to influence them. This may just give you the edge you need to succeed.
- Strategy and communication are at the core of influence. The more an influencer is able to tie their influencing strategy to their goals and objectives, the better they will succeed at moving toward their goals.
- The 21 Laws of Influence is critical knowledge for the organization's sales force to possess. Ultimately it will give them the knowledge and skills needed to build rapport and influence clients at a profound level.
- By understanding The 21 Laws of Influence you can provide a great return on investment for your organization because employees and management will know how to influence others in order to gain a wider client base. This ultimately increases the earning potential for yourself and your company through the power of influence and effective communication.
- Through influencing practices you will get the results that you want. Whether it is through sales, management, giving advice to others, working with customers, leadership, or getting promoted.
- Realize when persuasion tactics are being used on you, and know how to formulate the best strategy to get the results you want, rather than falling prey to someone else's influencing tactics.



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eTraining Methodology:

Through eTraining, you can learn **when you want**. You decide the time. There are no classes to attend meaning you can learn around your schedule at your own pace.

You can learn **how you want**. All eTraining courses are taught in three different formats: audio, video, and written formats. This gives you the ability to learn in the format that is best suited for your individual learning style, or you can even pick a combination of all three: audio, video and written. The course comes complete with activities, whitepapers, scripts, online quizzes, and a final exam to ensure full comprehension of the course material.

Learn **where you want**. With leadership development eTraining, you can take this course at your desk, at home during quiet time, while exercising, or when you are traveling. We call this flexibility: **My Way, My Place, My Pace**.

The Indaba No Risk Guarantee:

Take 30 days to study, learn and benefit. If you are not impressed simply call our office for a full, no questions asked refund. We are this confident that you will love our programs!

21 Laws of Influence and Communication Course Highlights:

- Session 1: Introduction to the 21 Laws of Influence
- Session 2: Law 1- The Law of Agendas
- Session 3: Law 2- The Law of Analysis and Benchmarking
- Session 4: Law 3- The Law of Belief Replacement
- Session 5: Law 4- The Law of Commitment
- Session 6: Law 5- The Law of Consistency
- Session 7: Law 6- The Law of Contrast
- Session 8: Law 7- The Law of Expectation
- Session 9: Law 8- The Law of Expertise
- Session 10: Law 9- The Law of Friends
- Session 11: Law 10- The Law of Image
- Session 12: Law 11- The Law of Logic
- Session 13: Law 12- The Law of People Pleasing
- Session 14: Law 13- The Law of Perception
- Session 15: Law 14- The Law of Prospecting and Networking
- Session 16: Law 15- The Law of Reciprocity
- Session 17: Law 16- The Law of Satisfaction & Standards
- Session 18: Law 17- The Law of Scarcity
- Session 19: Law 18- The Law of Similarity and Attraction
- Session 20: Law 19- The Law of Societal Pressure
- Session 21: Law 20- The Law of Status
- Session 22: Law 21- The Law of 3rd Party Endorsement