



**JSPM's**  
**JAYAWANT INSTITUTE OF MANAGEMENT STUDIES**

(Approved by AICTE, New Delhi, Recognised by Govt. of Maharashtra & Affiliated to SPPU, Pune University)

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**A Report on**  
**National Webinar**  
**“The Power of Persuasion”**

**Topic of Webinar -The Power of Persuasion**

**Webinar Date & Day –25<sup>th</sup> May 2020**

**Time -11:00 am**

**About Guest -Mr. Tejpal Singh Battra**

**Founder, SSO consultant Co-Founder, IGiftlife (NGO)**

**Objectives-**

- 1.To learn the skill of Persuasion.**
- 2. To Understand the principal of Persuasion.**
- 3.How go with positive Persuasion.**

**About Webinar –**

Persuasion is the ability to influence. persuasion is the most important skill you

Persuasion is the ability to influence. Persuasion is the most important skill you develop. Why Because without it, your ideas won't get traction. Without influence, you won't get the resources or support you need. Without influence, you won't be able to communicate your unique value to the world. On the flip side, with strong influence skills, you can achieve amazing results with nothing more than the clothes on your back.

He also focused on how to improve your Persuasion using 3 different formulas and 6 principals of Persuasion.

**Establish your credibility.** You will find it easier to influence someone if they believe you are an authority on the given subject. Doctors place diplomas on the wall to achieve this. You have to be congruent in your actions, past and present.

**Meet the existing beliefs of your audience.** This way they won't feel that you are lying to them and will be more willing to listen to you.

**Use the emotions of the audience.** You can't go wrong if you appeal to the emotions of the audience. You can uplift and inspire them or you can sadden and depress them, to get the desired result.

**Liking:** We prefer to say yes to those we know and like.

**Reciprocity:** We give back to those who have given to us first.

**Consensus:** When we are not sure of what we should do, we look to the behaviour of others.

**Authority:** When we are not sure of what we should do, we look to the knowledge and wisdom of a recognised authority.

**Consistency :** We are intrinsically motivated by the commitments we make.

**Scarcity:** we are also motivated by what we stand to Lose.

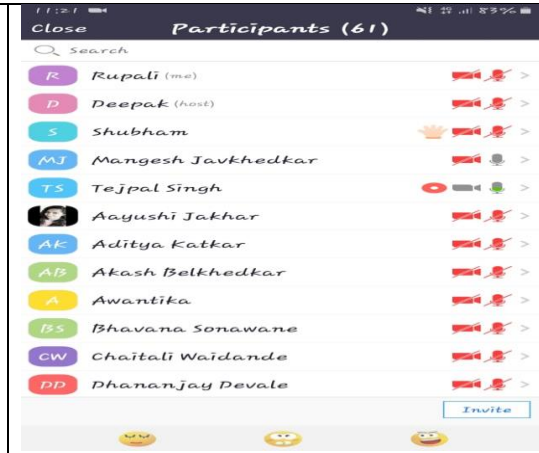
## Skills Focused Out Come

**How to Influence and Persuade people. Get people to see thing your way, with out need for violence.**

**Total no. of Participants –96(zoom plat from)**

**Glimpses of the event –**

The collage consists of three main parts. On the left is a promotional poster for a webinar titled 'THE POWER OF PERSUASION' organized by JSPM's Jayawant Institute of Management Studies, Tathawade, Pune. The poster features a photo of Mr. Tejpal Singh batra, Founder, SSO consultant, and Co-Founder, IGiftlife(NGO), and mentions the date '25th May 2020' and time '11:00 am'. In the center is a presentation slide titled 'Putting Them All Together' next to a circular diagram showing the six principles of persuasion: Liking, Reciprocity, Social Proof, Consistency, Authority, and Scarcity, with 'Personal Skills' in the center. On the right is a screenshot of a Zoom video conference with multiple participants.



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**Dr. Sudarshan Pawar**  
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HOD (MBA/MCA)

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