We are the soft skills training provider to the UK Grocery Industry, helping Suppliers to win more business. They choose us because of our money back guarantee, our relevant experience, and because we make their learning stick.

Making Business Matter – Trainers to the UK Grocery Industry

80% of our Learners are still using their new skill 5 months later - we guarantee it!

What is the Push Pull Influencing Model?

It is a way to get someone to do what you want.

Often defined as ‘Moving someone from position A (where they are now) to position B (where you want them to be), or as the ability to affect others’ attitudes, beliefs, and behaviours without using force or formal authority.

Push - Pull Awareness

Push Energy

Self → Other

Pull Energy

Self ← Other

Push Energy

Push Style

Selling

Coercion

Logic

Expert

Bridge Building

Attraction

Pull Style

Educative

Self-Disclosure

assertion

Bridge Building

PULL

Pulling Evaluations:

My review of the leadership team is that we need coaching to see beyond ourselves.

Stating Needs/Wants:

I really would like to head up this project, as I have worked on this topic the longest.

Making Proposals:

How about if we met next Thursday and sort this project with the team?

Offering Logic:

If we do expand our name and make an additional +100 cold calls per week, we should secure 5 more leads.

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Self-Disclosure

Bridge Building

Integrity

My vision:

Let’s build on this vision together of Project 123.

Using Recaps:

I understand that you have said that there are 3 reasons why you think this deal will fail.

Exploring Feelings:

How do you feel about next week’s big client meeting?

Common ground:

We both know and trust John, so that’s a good thing that we have the same opinion.

Confidence

I am aware of myself

Pull

Push

Are You a Pusher or a Puller?

Our influencing training course is a good start.

Or our other articles on influencing will help.

Or you could identify one thing you could take from the opposite influencing style and start doing it.

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