

## Activity Report



<b>School/ Institute</b>	DR D Y PATIL SCHOOL OF MANAGEMENT (DYPSON)
<b>Activity Name – Corporate Executive Series Event</b>	<b>Activity 1 -Corporate Communication &amp; Psychology of Persuasions conducted on 25<sup>th</sup> June 2021.</b>
<b>Total no of Students</b>	130
<b>Total no of teaching staff</b>	12
<b>Total no. of non-teaching staff</b>	2
<b>New joining during the month</b>	00
<b>Staff leaving during the month</b>	00
<b>Any Incidents/ Mishaps/ lapses during the month with root cause analysis and preventive action/ corrective action details</b>	-



**Activity 1:**

**Corporate Communication & Psychology of Persuasions**

**Date of Activity - 25th June 2021**

**Brief particulars: -**

***The speaker of the event was Mr Nitin Bakle GM – Siemens & XL Design Technologies.***

1. He mentioned the skills needed to be more persuasive. The following are the points to be pondered on-
  - a. Developing empathy will help to overcome knowledge gaps.
  - b. Habit of asking questions is of paramount importance.
  - c. Bridging of the relevancy gaps from education to the corporate.
  - d. Understanding the of the psychology of the customers will enhance the relationship with them and make that sale possible.
  - e. He elaborated the concept of Reciprocity that helps to be obliged to return the favor if someone has done something to us through the classic example of the 'The Mint Study'. Trying to give a favor such as free trial acts as an important icebreaker.



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- f. The beautiful concept of the foot in the door concept as in asking for a small request eventually making a larger one brings forth the concept of building good customer approachability skills.
  
- g. He touched upon the point that people don't know how to ask great questions and he gave tips for the same.
  
- h. The need for help required by the people for visualization was also stressed upon.
  
- i. He also elaborated the need for having vibrant vocabulary.