



Principles of Persuasion

Australia's only
accredited
Cialdini Method
Certified Trainer

HARD SCIENCE FOR HUMAN SKILLS

The success of leaders, executives, managers, and sales people is measured by their ability to reason, persuade and inspire others to share a vision or pursue a common purpose. In a world where people who are the most persuasive are usually the most prosperous, success in professional and personal situations largely depends on an ability to influence others.

The science surrounding the way in which people are persuaded is a well-kept secret. There are proven ways to increase the likelihood of hearing "yes," sometimes as much as 300% or 400%. This can be achieved by merely adding a word or phrase, or changing the sequence of your request.

Those who wish to create and sustain positive change in others can benefit from the vast body of scientific evidence that now exists on how, when, and why people say "yes." This course converts scientific findings into practical tools that can be used across every aspect of life.

The core Program content includes:

- Recognizing the six universal Principles of Persuasion and how you can ethically apply them to produce lasting change in others
- Understanding what scientific research tells us is different from conventional wisdom about how to most effectively influence others

- Avoiding common influence traps that are manipulative and lead to bad decisions
- Shortening the cycle to create and keep trusted, long-term relationships
- Identifying small changes in your current approaches to make big differences in people's willingness to say "yes" to your requests
- Leveraging critical "moments of power"
- Knowing when one specific Principle of Persuasion will be more effective than others
- Applying the most recent social science research on influence and persuasion to improve your business outcomes

Who should attend?

Anyone who is required to engage with others to ethically gain agreement in any variety of circumstances.

Practitioners who want to learn new techniques for persuading others and increase the chance that others will say "yes" to their requests.

Latest public course schedules, dates, prices and locations are posted at www.newintelligence.com.au

Private group courses are also available from \$285 per person per day.



New Intelligence is the only Australian Certified Trainer accredited by Dr Robert Cialdini to deliver his world renowned six Principles of Persuasion (Reciprocity, Liking, Authority, Consensus, Commitment, and Scarcity) in a 2 day workshop format – and Australia's only provider of Human Skills Training.

Principles of Persuasion

Below are some testimonials provided from Principles of Persuasion (POP) workshop participants across a variety of fields and from a variety of countries where the workshop is run:

"Non-arguable influence principles even for the most experienced manager. If you lead organizations, not knowing this material will cost you." *ROI Dynamics*

"This POP Workshop is a valuable investment in time, money and effort. It will certainly assist with reaching financial, personal, and business goals. It's a very powerful and sensible approach to achieving future superior results." *Motorola*

"What a great two days. Having read Dr. Cialdini's book a few years earlier I thought I was using the principles well. Participating in the workshop showed me subtle (yet very powerful) ways to put the principles into action in different ways to create amazing results in our marketing. We've already seen an increase in results and we're enjoying implementing our Action Plan. The instruction was informative, but the interaction and input from other business people attending made the experience even richer." *Rich Dads Seminars*

"I came to a stark realization in a POP workshop a few weeks ago. I realized that no matter how long we may have been doing the jobs we have and how old or young we may be, we can still learn and refresh our approaches on how we relate to our customers. The thing that struck me the most was the number of opportunities we have to influence others. Without your class, I would have never known that I personally have squandered many chances to influence people to my advantage." *Holt Caterpillar*

REGISTRATION FORM

Name

Organisation

Phone

Email

Address

Mobility or dietary requirements? Please Specify. Yes

Course Details

Course Date:

Course Location:

Course Price (including GST):

Terms of Service and Cancellation policy can be found at www.newintelligence.com.au

Payment Method

This notice will be treated as your official TAX INVOICE upon New Intelligence (ABN 53 117 410 670) receiving payment for your attendance at this event.

Debit my credit card for \$

Card Type: VISA MASTERCARD

Card Number: Expiry:

Card Holder's Signature:

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Cheque made payable to New Intelligence

EFT: Account Name: New Intelligence Trust Account BSB: 082 902
Account: 599 831 889 Detail: your name

For further information or to register contact New Intelligence

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