



## Contextualised to Financial Industry

Suitable for roles in:

- Financial Advisory
- Agency Management
- Retail Bank Sales
- Relationship Management in Premier or Private Banking
- Business Development
- Marketing
- Compliance



# PRINCIPLES OF PERSUASION®

## For Financial Industry

It's a well-kept secret that an entire science is devoted to how people are persuaded. There is a science that has discovered how to increase your likelihood of hearing "yes," sometimes as much as **300% or 400%**, by merely adding a word or phrase, or changing the sequence of your request.

The success of leaders, executives, managers, and salespeople is measured by their ability to accomplish goals. Those goals are often met by reasoning, persuading and inspiring others to share a vision and pursue a common purpose. We live in a world where those who are the most persuasive are the most prosperous. Success in your professional and personal life depends on your ability to influence others. **The Principles of Persuasion® Workshop (POP)** will change your life forever.

## What is the Principles of Persuasion Workshop®?

Based on Dr Robert Cialdini's seminal book, *Influence: The Psychology of Persuasion*, the two-day workshop brings together more than 70 years of the best research on persuasion and influence to help you implement them effectively to your advantage. It demonstrates how to ethically apply the six Principles of Persuasion to produce lasting change and avoid common influence traps. The Principles of Persuasion® Workshop is an inspiring, innovative, and invaluable session for anyone seeking to improve effectiveness and productivity.

The **Principles of Persuasion Workshop** is facilitated by a Cialdini Method Certified Trainer (CMCT) who has been through a rigorous process of selection, training and **certification by Dr Cialdini** personally.

The POP is a globally well-established workshop attended by government organisations (e.g. FBI, CIA, US Marines) and numerous MNCs, such as:



exclusive licensee: **EREVNA**  
LEADERSHIP

"These were two days extremely well spent. This workshop is the perfect mix of theory and practice — big ideas and real-world application."  
—Daniel Pink, NY Times Best-selling Author of *Drive: The Surprising Truth About What Motivates Us*

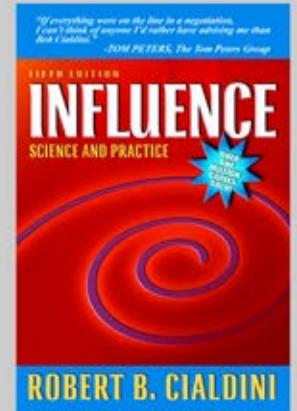


## Who is Dr Robert Cialdini?


Dr Cialdini is a Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and a visiting scholar at Stanford University. He is also a NY Times Bestselling author and is recognized worldwide as the foremost expert in the areas of compliance, persuasion and negotiation.

## New York Times Bestseller - *Influence: The Psychology of Persuasion*

Dr. Robert Cialdini published the results of his research in his ground-breaking book, *Influence: The Psychology of Persuasion* which became a New York Times Bestseller and now has been re-printed in over 30 languages and over 2 million copies sold. Fortune Magazine lists *Influence* in their "75 Smartest Business Books." CEO Read lists *Influence* in their "100 Best Business Books of All Time."




## What Will You Learn?




Use the Six Universal Principles of Persuasion in entirely ethical ways to ensure mutually-profitable, long-lasting partnerships with others.



Deploy scientific evidence (instead of guesses and hunches) to advance influence.




Recognize and resist unethical influence attempts.




Understand the conditions and situations where each Principle works best and when and how to combine the principles for greatest effectiveness.



Identify the elusive, but potent Moments of Power in any situation, when others will be most receptive to a message.



Identify which Principles are used to forge new relationships, repair damaged relationships and cultivate trusted relationships.



Identify which Principles to use in times of uncertainty.



Identify which Principles to use to move others from the point of merely agreeing with their message to acting upon it.

## Who Should Attend?

Senior Management, Team Leaders, Change Agents, Sales and Marketing teams, Business Owners, Public Service Officers and anyone looking to be significantly more effective at persuasion and influence.