

PRINCIPLES OF PERSUASION®

INCREASE YOUR INFLUENCE!

The science is proven... We can help you build credibility, develop and sustain trusted relationships, break barriers to progress and increase sales. 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, persuading and inspiring others to share a vision and pursue a common purpose. Success in your professional and personal life depends on your ability to influence others. Increase your influence!

What is the Principles of Persuasion® Workshop?

It is the only workshop developed by Dr. Robert Cialdini, based on his groundbreaking research. It brings together more than 35 years of the best research on persuasion and influence to help you effectively influence others.

The Principles of Persuasion® Workshop is an inspiring, innovative and invaluable session for anyone seeking to improve effectiveness and productivity. The workshop will provide you insights that will help you **"see what others don't"** and will transform your entire approach towards influencing others. It demonstrates how to ethically apply the six *Principles of Persuasion®* to produce lasting change and avoid common influence traps.

Who should attend this workshop?:

- 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.

Exclusive licensee:

EREVNA
LEADERSHIP



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



"This course has helped me to understand a science-backed framework to influence others and how to approach problems I faced. It is very applicable in life and work and I will highly recommend this course to others."

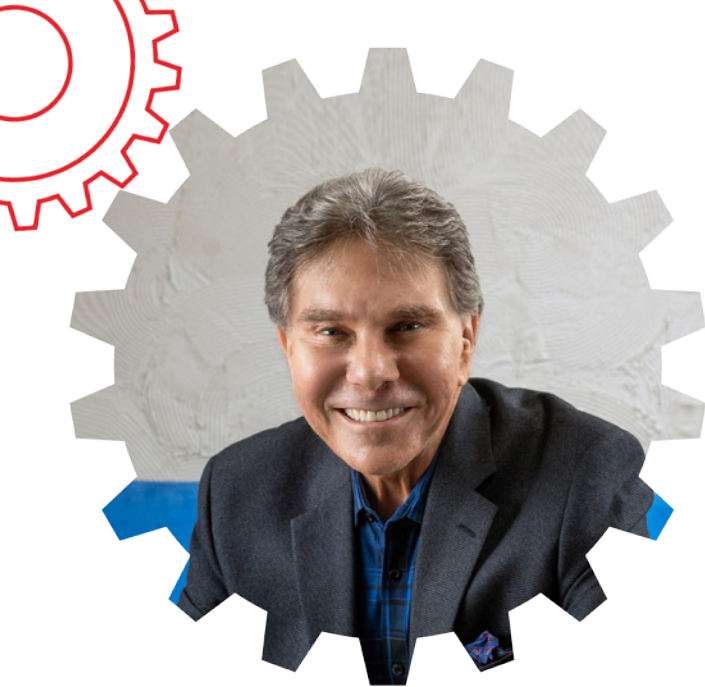
—Melvin Loh, Deputy Director, HR Policy/Public Service Division, PM's Office

"I have thoroughly enjoyed this course on "Principles of Persuasion®" ... the content covered is insightful, and useful not only for work scenarios but also applicable to other aspects of personal life. I would recommend this course to whoever seeks to better understand the behavioural principles behind decision-making."

—Choo Chin Hua, Group Director, HDB

"Highly recommended for those who need buy-in from their different stakeholders. The framework will allow you to organize your story and strengthen it to get the approval you need!"

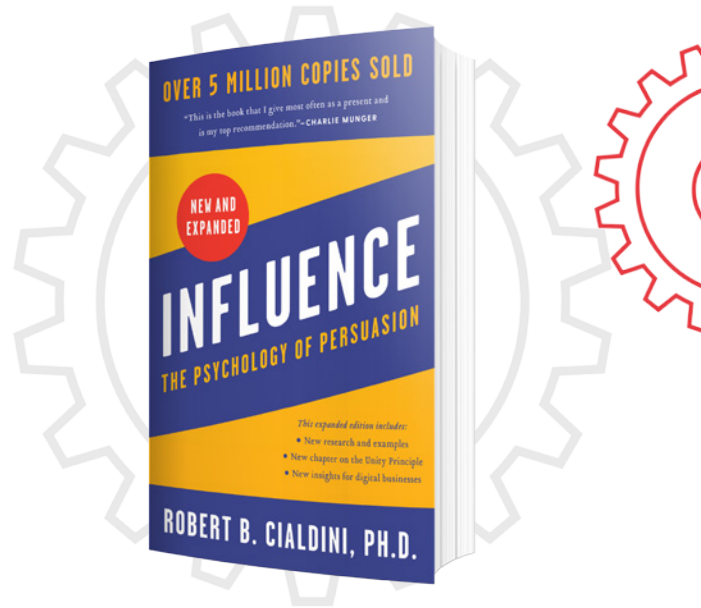
—Cyel Auza, AVP-Cebu Operations for Integrated Economic Centers/Aboitiz Infracapital, Inc.



Who is Dr. Robert Cialdini?

Dr. Robert Cialdini is known globally as the foremost expert in the science of influence and how to apply it ethically in business. He has spent his entire career conducting scientific research on what leads people to say “Yes” to requests. Harvard Business Review lists Dr. Cialdini’s research in “Breakthrough Ideas for Today’s Business Agenda.”

As a New York Times best-selling author, his books, including *Influence* and *Pre-Suasion*, have sold more than 7 million copies in 48 different languages. He is a Regents’ Professor Emeritus of Psychology and Marketing at Arizona State University.



New York Times Bestseller - Influence: The Psychology of Persuasion

The results of Dr. Cialdini’s research are contained in his ground-breaking book, *Influence: The Psychology of Persuasion*. It has been reprinted in over 30 languages with over 5 million copies being sold. Fortune Magazine lists *Influence* in their “75 Smartest Business Books”, while 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.



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See What Others Don't!

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