



PRINCIPLES OF PERSUASION®

FOR FINANCIAL INDUSTRY

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.

Course Fee: \$1,850

Duration: 2 days (9am–5pm)

This course is recognised under the Financial Training Scheme (FTS) and is eligible for FTS claims subject to all eligibility criteria being met.

Please note that in no way does this represent an endorsement of the quality of the training provider and course. Participants are advised to assess the suitability of the course and its relevance to his/her business activities or job roles.

The FTS is available to eligible entities based on the prevalent funding eligibility, quantum and caps. FTS provides up to 70% course fee subsidy support for direct training costs subject to a cap of S\$500 per candidate per course subject to all eligibility criteria being met.

Find out more on www.ibf.org.sg

Exclusive licensee:

EREVNA
L E A D E R S H I P



Contextualised to Financial Industry

Suitable for roles in:

- Private Banking and Wealth Management
- Retail Banking
- Financial Planning

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:



"Practical principles for sales and sales leadership. The workshop's strength is that it focuses very much on actionable steps and real life scenarios so that we are equipped with the know how to implement the principles."

– Sim Jit Vern, Associate Director, Financial Services/GEFA

"Never thought that this course will be useful to me. Based on the course title, thought that it's only suitable for sales team, but after the course, it impact everyone not just sales. These are skills that we can apply daily."

– Lin Ying Fen, Credit Executive, Biz & Credit Operations/Maybank

"I thoroughly enjoyed the class. It validated a lot of the current practices that I'm currently doing to persuade people. The trainer also gave me direction on what to do next with all of my cases. This will help you to facilitate the methods to change someone's ideas & actions. This program really helped me a lot."

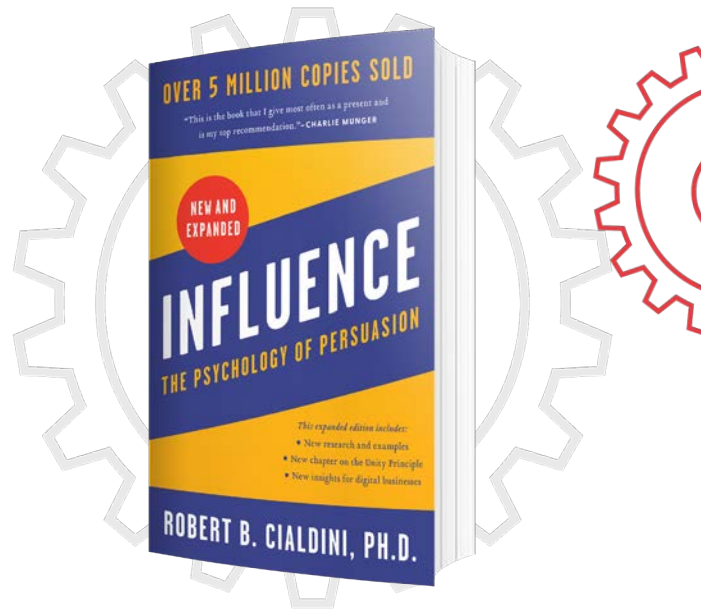
– Clinton Goh, Deputy Training Head, Manulife Singapore/ Manulife Business Academy



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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