



SPEAKER:

Name: Paul Endress CPNLP
Title: Founder & President
Company: Maximum Advantage International
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PRESENTATION DETAILS:

Suggested Title: "Everything I Know I Learned from Commercials" The basics of communication and persuasion in black and white.

DESCRIPTION:

This fast-paced and fun presentation uses television commercials from the 1950s, '60s and '70s to illustrate and explain the basics of communication and persuasion.

Why can you still remember jingles and slogans that you haven't heard for years? During this presentation, you will laugh while you learn to use these same techniques to propel your communication and persuasion abilities to a new level.

FIVE KEY LEARNINGS FROM SESSION:

By the end of the program you will:

1. Know the five basic components of all successful communication.
2. Three simple, time-proven techniques that will ensure other people agree with you and take action.
3. Four powerful ways to make sure your message is remembered.
4. How to eliminate any resistance to your message before it forms in the mind of the other person.
5. The recently discovered secret from China that builds rapport and leads to iron clad agreements.

TARGET AUDIENCE:

Any one who communicates with any one – and wishes to be more effective.

EXPERTISE LEVEL:

While professionals on all levels will walk away with beneficial knowledge; this program can be customized to fit the audience specified by your organization.



SPEAKER BIOGRAPHY:

Paul Endress is a nationally recognized keynote speaker, presenter and expert in the areas of business-related communication and the use of psychology in hiring and retention. His expertise in these subjects is the result of a quarter century of entrepreneurial experience, a decade of research, and a number of certifications in related areas of psychology and linguistics.

During his business career Paul has started nine companies, including a successful golf-related project with Arnold Palmer and the creation of a top-ten-selling software program which was covered in the Wall Street Journal and other business publications. Paul is currently president and CEO of Maximum Advantage International.

By combining his training with research and real life business experience, Paul has developed a unique approach to solving the challenges of conducting business in the 21st Century. He has presented to thousands of HR, corporate and association professionals across the United States.

THE MAXIMUM ADVANTAGE PHILOSOPHY:

Maximum Advantage is a company with the mission of applying the disciplines of psychology and linguistics to the problems we all face in our business environment. This approach yields unique solutions that are easy to implement and that create lasting results for people and organizations.

Maximum Advantage works because it's clear and fresh. It is not a rehash of the same techniques that have been used for decades. It will provide you with a firm foundation for enhanced communication, hiring, management, and retention strategies. It will give you the results you demand because we teach the "why" as well as the "how."

Paul's presentations are unique in that they explain how the human mind works and why people do the things they do. By the end of the program you will know how to seamlessly blend these skills into your daily routine both in the office and at home.

Your organization's specific interests and goals can be seamlessly embedded into the presentation to create your own unique, personalized event.

PRESENTATION EXPERIENCE:

In addition to corporate-sponsored events, Paul has presented to various national groups including Paralegal SuperConferences, Leadership Institutes, Project SUMMIT/Business Analyst World, the Great Ideas Conferences sponsored by The Center for Association Leadership, and many state and local SHRM, MPI and PRSA groups. See Paul's Speaker Data Sheet for a listing of recent events.