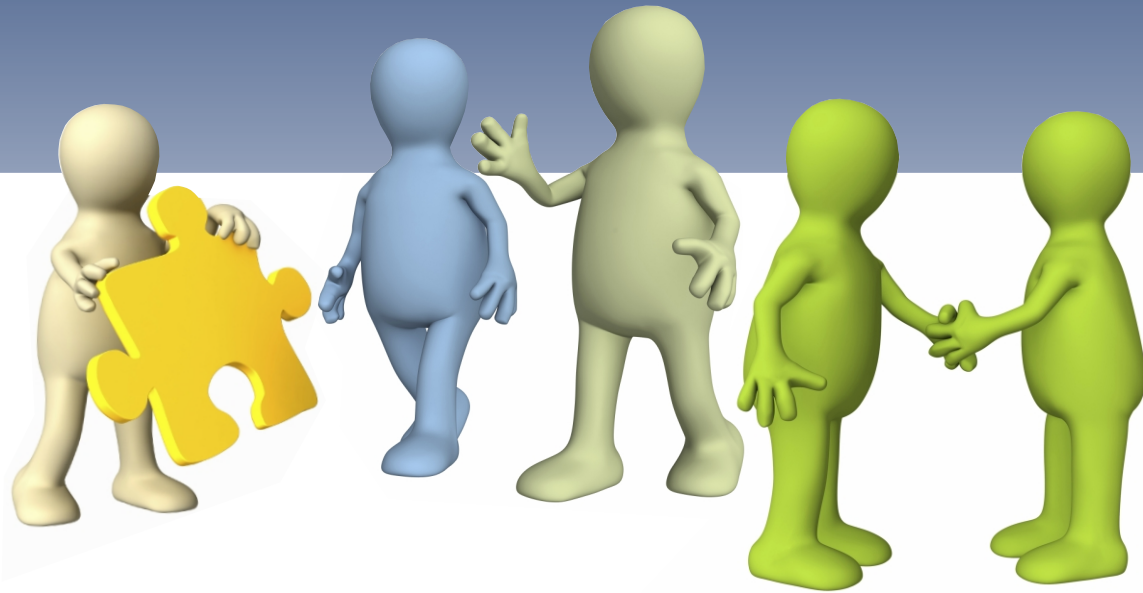


# PERSUASION DYNAMIX™

Persuading Others to Your Way of Thinking!



**NOBODY WANTS TO BE “SOLD,”** do they? Of course not. And while you may or may not be in sales or “selling” anything, there are many times when you need to persuade others to your way of thinking. Don’t you?

Fortunately, research shows that most people believe they are resistant to sales pitches. This is good news because the same research shows the more someone believes they can’t be sold, the easier it is to persuade them...as long as you don’t use techniques they recognize as “sales” techniques.

Why use pressure when there are much more subtle and effective methods of influence?

# PERSUASION DYNAMIX™

## The difference between “sales” and “persuasion”...

Let me make it clear that the difference between sales and persuasion is not just a matter of semantics. It is very real.

Sales is “convincing” someone to do something (sometimes against their will or better judgement). Persuasion is helping them come to their own conclusion about the subject. The most effective persuasion techniques are very natural and subtle because they are based upon an understanding of how the unconscious mind works.

## Here’s how it works...

Each person has their own way of determining what actions to take or not take in a given situation. While part of the decision making process may be at the conscious level, most of the decision making process takes place unconsciously.

How does a person know what to do in a given situation? The simplified answer is that they compare the information that they have gathered to their internal decision “criteria” and use their decision making “strategies.”

These criteria and strategies are based upon the generalizations, deletions and distortions that make up their “Personal Perspective” and are skewed by their personality and methods of gathering and storing information.

Most people are completely unaware of their criteria and strategies, yet it is this model which really controls their decision process

Fortunately, it is possible to determine the Perspective and strategies being used to make a decision and either change the Perspective or change our message to conform to their Perspective. The more completely we match their Perspective, the more likely we are to achieve a positive outcome.

Therefore if we want to influence someone, the most effective way is to determine the unconscious criteria and strategies that the other person will be using to make their decision (even if they are not aware of them) and then adapt our presentation to meet these strategies and criteria.

Because most people are not aware of how they make decisions, we call this **PERSUASION DYNAMIX**.



## Here’s how this program was created...

First we reviewed the most effective persuasion techniques of the past one hundred years by modeling the most successful persuaders of all time including managers, politicians, ministers, and professional sales people.

Then we refined these methods by combining them with the results of years of research into how the conscious and unconscious minds work and adapting recent advances in modern psychology to the art of persuasion.

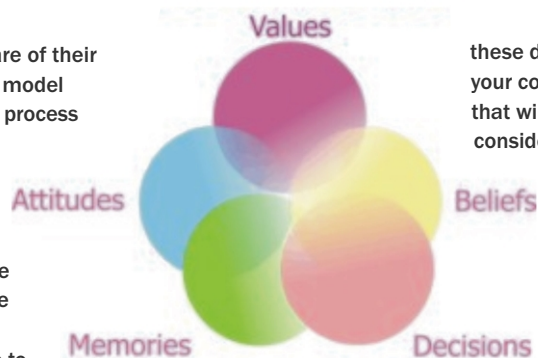
Finally we applied the principles of modern linguistics to create an easy-to-use and intuitive system that will take your persuasion skills to what ever level you desire.

## Is this unfair?

Only if you think that it’s unfair that Tiger Woods is the best golfer in the world because he practices more than anyone else.

In today’s ultra competitive business environment even small advantages can make a big difference, and that’s why **PERSUASION DYNAMIX** will give you an immediate and measurable benefit. Just like extra study and practice make Tiger the world’s best golfer.

## Personal Perspective



The critical skills and strategies you will learn with this program are discoveries, not inventions. Because you are willing to learn these discoveries you will have a better understanding than your competitors of how the decision process works. And that will give you a very real advantage that some may consider to be unfair.

## Outcomes you can expect...

By the end of the program, each person will:

- Understand the one reason why people buy and how to instantly adapt their presentation to match this reason.
- Know how to quickly and effectively eliminate objections in virtually every situation.
- Know three ways to find out what people are “really” thinking.
- Know how to use “frames” to change how others view events.
- Know how to be more productive by weeding out the “lookers” from the real prospects.
- Know the magic words that will help to ensure that you get what you want (and no, it’s not “please”).
- Know how to instantly create and maintain rapport with anyone.