

# Persuasion Power

## The Art of Letting Others Have *Your* Way

How would you like to convince your boss that you deserve a three-week paid vacation? What about selling your cost-saving idea to management? Or persuading your spouse to clean the house or take out the trash without a fight? Maybe you'd like your children to do their homework without a hassle? Then you need to brush up on your negotiating skills. Whether you know it or not, every day you encounter situations where you need to communicate clearly and effectively in business and in life ... better known as negotiating! Susan Carnahan's session is filled with tips and techniques for refining your listening, selling, and persuasion skills to help you get what you want using style, tact and ease.

### Along the way you will learn:

- Confidence: The key to how you communicate
- How to make a magnetic impression on others
- Facing the four-minute barrier
- Building rapport, trust and credibility
- Why everyone is a public speaker
- The silent speech - your posture, gestures, eye contact
- Disarming the fight or flight response
- Thinking on your feet
- The 3 keys to getting your way
- Selling yourself: Creating visibility so you get the recognition you deserve
- The more you say the less people hear
- Five fail-proof steps to getting your own sweet way

*"The examples Susan used fit the topics of discussion. The solutions offered were 'do-able' and creative. I laughed—I cried—I thought—I remembered—I planned—I enjoyed!"*

*Diane R. Stoudt, Administrative Assistant  
Wingert, Grebing, Burbaker, and Ryan*

### WHO WILL BENEFIT FROM THIS PROGRAM?

- Team Leaders
- Sales Managers
- Department Heads
- Line Supervisors
- Plant Managers
- Personnel Managers
- Training Managers
- Section Bosses
- Human Resource Directors
- Group Managers
- Anyone who deals with the challenge of customer service
- We all negotiate for a living. Negotiation is the art of persuading people to agree to what you have to say. Anyone who wants more convincing power will benefit immensely from this session.

# Susan!