

# Secrets to Influence and Persuasion

**Learn the shortcuts of influence and persuasion to close more deals, become a better leader, and create high-impact results**

## Key Takeaways

- Correctly show your authority and people will more easily follow your ideas
- Prevent procrastination and get faster decisions
- Use the opinions and experiences of others to bolster your reputation
- Understand how relationships and like-mindedness translate into more yesses
- Learn how a simple act of generosity can create an outsized positive response back to you
- Discover how to seed someone's mind and get them to support your cause
- Uncover the secret of following the crowd – toward the decision you seek

## Our brains like shortcuts – simple messages that give us comfort to make quick decisions

When we sell, present, negotiate, and communicate ethically and authentically, great things happen. People listen to us closely, trust us more, and buy our ideas. We develop strong, profitable relationships, our careers take off, and our communication skills transcend.

In this session, we identify and explain the seven universal principles of persuasion that move others toward “yes.” As a Cialdini Certified Practitioner, I’m trained in the most current techniques for bringing people to your side and staying open to the opportunities you present. The practices are all thoroughly tested by research, with outstanding before-and-after results. Your people will walk away with tangible, actionable strategies to meaningfully influence, persuade, and succeed.

**I’m eager to share the secrets of influence and persuasion with you and your people**

***“Barry offers both the skills and inspiration to succeed.”***

Liz Joyner, Founder & CEO, The Village Square

## CONNECT WITH BARRY

**For more info and to schedule a program:**

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