



Persuasion Dynamics™ with Dr. Peter DeShane Presented by Unique Training & Development Inc.

Why are senior managers, executives, HR professionals and sales professionals moving to get into the Persuasion Dynamics™ workshop?

If the concept of learning how to increase the amount of influence you have over others through the subconscious sounds intriguing, perhaps you owe it to yourself and your company to explore Persuasion Dynamics™. You may wonder if these skills have any real tangible value beyond the initial "that sounds cool" stage. The answer has been a resounding yes.

Read how two organizations have used Persuasion Dynamics™ to improve sales, increase customer satisfaction and create unprecedented positive feedback from trainees.

<http://www.uniquedevelopment.com/pdf/PDLetter.pdf>

<http://www.uniquedevelopment.com/pdf/PDSuccessData.pdf>

What is Persuasion Dynamics™?

Persuasion Dynamics™ is a program and a process facilitated by Dr. Peter DeShane who has extensively studied the linkage between Neuro-linguistic Programming (NLP), covert hypnosis and advanced rapport building and communication techniques. Dr. DeShane has refined the application of these methods to develop communication and sales success beyond what most companies have thought possible.

Creating Rapport

The most basic cornerstone of Persuasion Dynamics™ is understanding how to create intense rapport with almost anyone in as short a time as possible. By understanding the thinking and communication patterns that customers use, sales people can break down barriers from a lack of trust and affect a customer's thinking process. This goes beyond the traditional finding things in common, and into physiological impact.



Communicating to Persuade

Most people resist ideas forced on them by others and readily accept ideas and beliefs that come from within. By using advanced questioning techniques, story telling, metaphors and subconscious command sequences, customers develop powerful reasons of their own to move forward with a purchase. Rather than turning the customer off, sales people learn how to turn the customer on.

Case Studies: Where Has It Been Effective

Financial services – from leasing to marketing financial services, the techniques have resulted in increased sales, profit margins, agent retention, personal income growth and increased closing rates. Results have been documented and are available if you send us an email.

Automotive services – by helping younger people build rapport with older customers and present recommendations more effectively, a significant increase in sales per vehicle were documented. Based on the success of a pilot group, the program was expanded chain-wide and will be continued in the future.

Other applications – Managers, HR Professionals and others have used the techniques to improve negotiation outcomes, improve communication, create better buy in to new ideas and get greater management support for their initiatives.

How you can get on board with this powerful skill set

In the past 24 months a number of people have attended Dr. Peter DeShane's Persuasion Dynamics™ workshops. Each reported being able to use these advanced communication skills to persuade customers, managers, employees, spouses and teenagers to willingly take a different and more desirable course of action.

As you look ahead to all the opportunities that will be available to you, how powerful would it be to unlock the magic of subconscious communications?

Consider joining us for a one-day workshop in Mississauga, London or Windsor. We offer dates on a regular basis. To inquire about our next



scheduled workshop, please contact Greg Schinkel at Unique Training & Development Inc. (519)685-2116 or email gschinkel@uniquedevelopment.com. The next workshops are in Mississauga (Suite 800, 250 Burnhamthorpe Road W. – near Square One) on September 27th and in London at 148 York Street on October 18th and in Windsor on October 25th. Lunch is included. You will receive a set of 8 CDs and a workbook.

Key content:

- Principles of sub-conscious communication - how the subconscious mind works
- Understand how to build deep rapport through matching, mirroring
- Using tonality to speak directly to the subconscious
- Using stories, metaphors to build connections and understanding
- Eliciting values
- Three techniques for handling objections and concerns
- Improving emails, voice mails and other tools to increase compliance
- plus much more

The investment is \$395 plus GST. The course fee is tax deductible.

There are only 8 seats available for each workshop. Typically the course sells out quickly, so consider registering early.

Now is the time to take a positive step forward and improve your advanced communication skills. Inquire and register for this workshop.

NEW – Online booking system:

www.PersuasionSuccess.com

Greg Schinkel, President
Unique Training & Development Inc.
148 York Street
London, ON N6A 1A9
(519)685-2116
Email: gschinkel@uniquedevelopment.com