

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Selling Ideas

When trying to get buy-in, do you know how to ask the right questions? Argue your case effectively?

Understand what motivates others to fall in line?

Your ability to defend your viewpoint, convey your enthusiasm and get others on your side ties in closely with your professional success. We are not born with charisma or personal influence—they must be learned.

In this course, you will discover the four-step process that will enable you to sell your ideas to anyone, any time. Devised with a leading sales specialist and proven with thousands of "idea sellers," this course will show you how to master these steps.

How You Will Benefit

- Learn persuasion techniques used by the best salespeople
- See your ideas become reality
- Develop presence and influence
- Create the conditions that promote persuasion
- Adapt your approach to the other person's motivations
- Convince others of the benefits of your solution
- Prepare for objections, deal with them and close
- Acquire the tools to sell an idea to a colleague
- Convince a client or partner to go in a particular direction
- Persuade your superiors
- Motivate others not under your authority to work with you