

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.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2204](http://www.amanet.org/2204)

# Expanding Your Influence: Understanding the Psychology of Persuasion

**How can one person get someone to do something with ease, while it's an uphill battle for someone else?**

Bringing about the reaction you want from others and expanding your influence require insights that go beyond the actual process of influencing—and into the psychology of what truly prompts us to say yes or no.

This 2-day course explores these psychological triggers, plus how this knowledge may be used not just for compliance but for mutually desirable outcomes. You'll uncover persuasion techniques that most people don't even know exist and learn how to build your influence by applying these principles to any number of business interactions, from managing, mentoring and negotiating to conversations, writing and presentations. In addition, you will learn how to choose the best principle for any given situation and avoid being manipulated by others.

## How You Will Benefit

- Explore the psychology behind persuasion
- Understand the psychological/subconscious triggers that influence a person's decision-making process, behaviors and reactions
- Select and customize the right law(s) of persuasion to apply in any situation
- Learn tactics to protect yourself from unethical behavior
- Prepare to influence an individual by using the Pre-Persuasion Checklist

## What You Will Cover

- The psychological foundation to the laws of persuasion
- Differentiating the psychology of persuasion from the process of influencing
- The relationship of triggers to the laws of persuasion/influence
- Defining the two paths of persuasion—conscious and subconscious
- Using the Pre-Persuasion Checklist to determine the appropriate law(s) of persuasion for a given business situation
- Applying the laws of persuasion back on the job

## Who Should Attend

Business professionals at a midlevel position and above who need to understand the psychological principles behind how people are convinced to do something, including

sales managers, VP/directors of sales, account executives, project managers and product managers, purchasing managers and marketing managers.

## Special Feature

Receive a complimentary copy of *Maximum Influence: The 12 Universal Laws of Power Persuasion* by Kurt W. Mortensen when you attend this seminar

## Schedule

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,889 GSA

## Credits

12 PDU\_L/12 PDU/1.2 CEU

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