

## 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?

Seminar #2204

### Overview

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.

### Schedule

- [2] days
- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,623 GSA

### Credits

1.2 CEU /12 PDU

### Schedule

We have 25 scheduled sessions located nationwide starting between 6/4/2012 - 2/21/2013

Date	Location	Duration
Jun 4, 2012 - Jun 5, 2012	San Francisco, CA	2 Days
Jun 7, 2012 - Jun 8, 2012	Chicago, IL	2 Days
Jun 25, 2012 - Jun 26, 2012	New York, NY	2 Days
Jul 12, 2012 - Jul 13, 2012	Arlington/Washington DC, DC	2 Days
Jul 16, 2012 - Jul 17, 2012	Chicago, IL	2 Days
Jul 26, 2012 - Jul 27, 2012	Morristown, NJ	2 Days
Aug 2, 2012 - Aug 3, 2012	New York, NY	2 Days
Aug 13, 2012 - Aug 14, 2012	Lake Buena Vista, FL	2 Days
Aug 27, 2012 - Aug 28, 2012	Chicago, IL	2 Days
Sep 6, 2012 - Sep 7, 2012	Dallas, TX	2 Days
Sep 13, 2012 - Sep 14, 2012	New York, NY	2 Days
Sep 24, 2012 - Sep 25, 2012	Arlington/Washington DC, DC	2 Days
Oct 1, 2012 - Oct 2, 2012	San Francisco, CA	2 Days
Oct 11, 2012 - Oct 12, 2012	Chicago, IL	2 Days
Oct 18, 2012 - Oct 19, 2012	New York, NY	2 Days
Nov 8, 2012 - Nov 9, 2012	Chicago, IL	2 Days
Nov 12, 2012 - Nov 13, 2012	New York, NY	2 Days
Nov 19, 2012 - Nov 20, 2012	Arlington/Washington DC, DC	2 Days
Nov 29, 2012 - Nov 30, 2012	Atlanta, GA	2 Days
Dec 3, 2012 - Dec 4, 2012	New York, NY	2 Days
Dec 6, 2012 - Dec 7, 2012	Chicago, IL	2 Days
Dec 13, 2012 - Dec 14, 2012	Philadelphia, PA	2 Days
Jan 24, 2013 - Jan 25, 2013	Arlington/Washington DC, VA	2 Days
Feb 7, 2013 - Feb 8, 2013	San Francisco, CA	2 Days
Feb 21, 2013 - Feb 22, 2013	New York, NY	2 Days

Registering more than 4 people, please call 1-877-566-9441.

### 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

#### Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)