

You Can Master the Art and Science of Persuasion

The good news is that persuasion skills can be learned and mastered. It's amazing how little effort, time, or expense individuals, companies, and corporations would have to spend on sales and persuasion training to equip themselves with these vital skills. Armed with such knowledge, the persuader's income and the company's profitability increases dramatically, and the client, customer, or friend is yours for life. The question I always get at this point is: "How much will it cost me to acquire, learn, and master these persuasion and life skills?" I want to shift the focus of that question. How much will it cost you if you don't? As the billionaire Donald Trump said, "Study the art of persuasion. Practice it. Develop an understanding for its profound value across all areas of life."

Why have I dedicated my life to understanding, mastering and teaching persuasion and life mastery? The reason is that I was mad I hadn't learned these critical life skills while earning my college degree or advanced business degree. Who/what had failed me? If persuasion is the skill of success, why hadn't I learned it from school, or anywhere else for that matter? Why had I been given a pocketknife to chop down the tree of success and wealth? Why had I been given the wrong tools? Why did these critical life skills have to be learned through the school of hard knocks?

I desperately wanted to master the priceless skill of persuasion. I read every book on the subject that I could get my hands on, attended countless persuasion, leadership, negotiation, and sales seminars, read thousands of studies on human behavior and social psychology, listened to every audiobook or CD on persuasion, motivation, and influence I could find. I gleaned lots of great information, but found something was still missing. All the studies, programs, books, and speakers touched on good ideas, but I couldn't find a source that tied it all together.

Frustrated, I decided to take my research to the next level. I sat through countless sales presentations, consumer intercepts, and surveys. I listened to telemarketing scripts, endured many offensive old-school persuasion tactics, and witnessed innumerable closes. I took sales and sales management positions to find what was working. I sought out the

top professional persuaders to learn what makes them tick. I monitored not only top persuaders, but their audiences as well to determine what they did and did not like, why they were or were not persuaded.

Overflowing with my research results, I founded the Persuasion Institute to catalog my findings and share the secrets of persuasion with others who desire to reach their greatest potential. Since its inception, the Persuasion Institute has administered over 20,000 Persuasion IQ assessments. My role is to teach you the skills of top persuaders. What talents, traits, characteristics, habits, and mindset do top persuaders possess? How can an average persuader become a great persuader? I also help persuaders understand their audience. I talk to your customers, clients, and prospects after you do. Why are they lying to you, not calling you back, avoiding you, running away, or not buying? I find out exactly what happened and what you can do to improve your ability to persuade and influence.

Learning how to persuade and influence makes the difference between hoping for a better income and actually *having* a better income. Ask yourself this question: How much money and income have I lost with my inability to persuade and influence? Think about it. Sure, you've seen some success, but think of the times you just couldn't get it done. Has there ever been a time when you did not get your point across? When you were unable to convince someone to do something?

I have asked the question, "How much has your inability to persuade cost you or your business?" across the world, online, and in seminars. The answers are staggering. Across the board, the average amount people felt they had lost totaled \$4.3 million. Over time, all those lost opportunities—relationships, business deals, or promotions—take their toll. As I delved deeper into the subject, I realized that those who had mastered persuasion and influence were able to dictate their income and could almost effortlessly find employment, start a business, or lead others anytime, anywhere.

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