

Building Influence Skills: The 7 Triggers to Yes Seminar

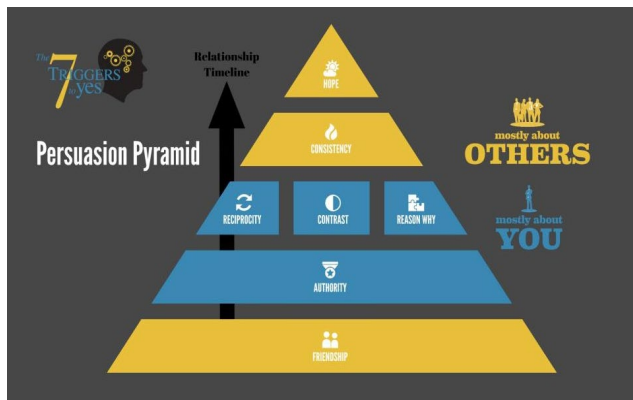
This one-day virtual seminar is designed to help managers and professionals understand and apply techniques to significantly **improve communication, influence, persuasion and motivation skills, leading to better results with key “influence targets”** (team members, clients, prospects, business partners, vendors, etc.).

The course is highly interactive and moves at a rapid pace. It is appropriate for individual team members and team leaders at all levels of the organization. **Improving influence skills has become a critical skillset as organization structures become flatter and matrix driven** (i.e., command and control has become a less common way to achieve success as an influencing approach).

The **role of the neuroscience of decision making in the influence process is central to the program**. The program utilizes a framework referred to as **The 7 Triggers to Yes** (“7 Triggers”). The **7 Triggers** methodology has taken the influencing / persuasion process to new levels, producing measurable increases in engagement and commitment along with client revenue, market penetration and relationship satisfaction for many organizations world-wide. It is one of the most powerful methods of persuasion in the marketplace.

The **7 Triggers** methodology was developed by Russell H. Granger, who authored a book on the topic first published in 2007 (distributed in 38 countries). It is based on the premise that:

“People are not thinking machines. We are feeling machines that think.”
(Dr. Richard Restak, Neuroscientist and author of *The Secret life of the Brain*).



People often operate under the assumption that if they can get their influence targets to understand the truth of what their offering does based on facts alone, that they'll be able to persuade and get commitment.

But decisions happen in the emotional brain, which relies not on facts, but on meaning and belief. Great persuaders traffic in the currency of the emotional brain. Whether consciously or unconsciously, they saturate their communication with **emotional triggers**.

Emotional triggers by-pass the pre-frontal cortex, where logical analysis is conducted, and route directly into the limbic system, where memory and meaning reside – and where decisions are processed. **The 7 Triggers to Yes** has become one of the most practical methodologies by which to design and deploy more persuasive communication strategies for optimal results.

Lynn Reed's delivery approach uses simple examples and humor to make the program come alive. He developed expertise in the theory and application of **The 7 Triggers** under the direct guidance of **Russell Granger, the most recognized 7 Triggers expert in the world**. If you would like to learn more, please do not hesitate to contact him directly - you will not be disappointed.

Our passion is contagious!

Contact Lynn Reed in the USA on 908-500-2425
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