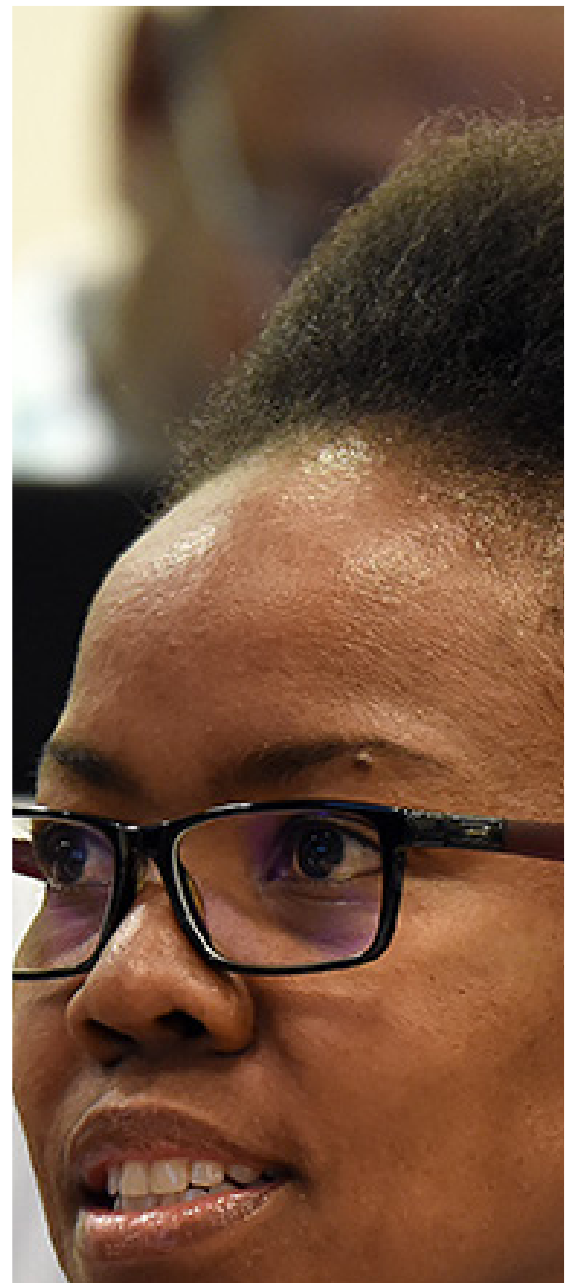




Persuasion Science for Leaders

Discover breakthrough results from neuroscience and their relevance to negotiations, leadership and influencing others.



23 - 24 July 2019

ALSO AVAILABLE AS AN IN-HOUSE PROGRAMME

An avalanche of brain-science has made the topic of persuasion easier to understand and implement. Over the past decade, this has helped construct refined systems to lead, sell and negotiate. This “systems-approach” makes this 2-day programme unique, as you will discover, it is this fusion of psychology with neuroscience that makes this refreshingly new and an appropriate approach.


Course info

FACULTY > Ian Rheeder

To answer the central theme: ‘What makes a negotiator successful?’ Ian draws on 30-years of practical experience and an obsession with studying neuroscience. To this end, he developed the simple CUSP® Negotiating System.

Over the past decade Ian has successfully trained thousands of negotiators using the CUSP® methodology as a simple yet powerful persuasion system.

He is a Chartered Marketer and holds an MSc in Persuasion Science (cum laude).

 FEE > R 17 300 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

 DURATION > Two days

 DATES > 23 – 24 July 2019

Key focus areas:

- > The concept of Neuroscience;
- > The basics of the brain for understanding persuasion, leadership and objection handling;
- > What is more important, “energy or focus”?
- > Four major positive neurotransmitters (influence people through the “high

- selling” approach and high-trust leadership style);
- > Understanding our top-8 basic emotions in a leadership or persuasion situation;
- > Body Language: Top-10 things to do to build trust fast;
- > Selling with The Brain in Mind, Negotiating with The Brain in Mind and Leading

- with The Brain in Mind;
- > Handling Objections/ Negotiating the high-trust way;
- > 7-Levers of Persuasion;
- > Presenting: The definitive 4-stages of presenting; and
- > Practical Sessions: Negotiation Role-plays; Objection handling role-play; and dozens of leadership exercises.

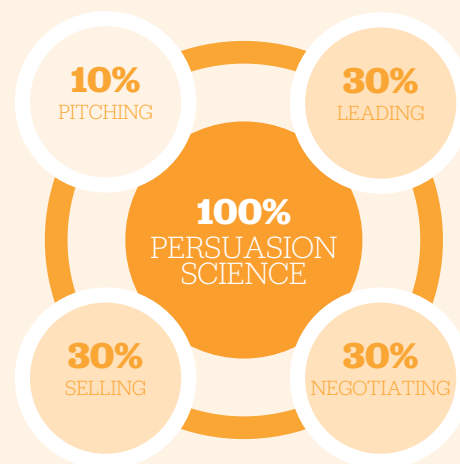
Who should attend?

- The programme is appropriate for professionals who want to learn how to persuade, lead, inspire, influence, negotiate, pitch and/or sell including:
- > Executives;
 - > Managers, leaders and supervisors; and
 - > Sales consultants.

How you will benefit:

At the end of the programme, you will be able to:

- > Understand what our brain is going through during the persuasion process;
- > Learn and apply powerful leadership systems that are easy to implement;
- > Adapt the neuroscience of persuasion to negotiations;
- > Know how to build trust fast, through preparation and your body language;
- > Learn how to handle objections with empathy and assertiveness; and
- > Apply the golden rules of negotiating.



The principles of neuroscience will equip you to:

- > Understand how to present, negotiate, persuade, sell and lead;
- > Improve employee engagement: Build and motivate high performance teams;
- > Apply the simple CUSP® Negotiating and TEC® Leadership Systems – a step-by-step method that is easy to remember and implement;
- > Anticipate potential scenarios, whilst remaining calm, assertive and creative;
- > Close more transactions, handling objections the high-trust way; and
- > Achieve your return on investment more quicker and easier.



For enquiries call +27 (0)11 771 4000 or email execed@gibs.co.za

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site illovo Hotel.

