MAXIMUM INFLUENCE:
How to Persuade Without Authority or Position

Salespeople, consultants, managers, executives, entrepreneurs... Influence is a crucial tool for absolutely anyone seeking success and prosperity. Lehigh University Executive Education is pleased to invite you to sharpen your ability to influence by attending Maximum Influence: How to Persuade Without Authority or Position on June 10th. Though "coopetition" and "collaboration" are among the common terms in agile businesses today, the savvy and successful possess the skills to gain trust, to influence and to persuade. The organizations that neglect to develop these key skills find a negative impact to the organization's bottom line.

"This is truly remarkable information," said Dr. Stephen R. Covey, author of The 7 Habits of Highly Effective People. "It is based on solid scientific research and extensive field experience. It contains unbelievably comprehensive and fresh new angles and insights to persuasion, using immensely practical examples."

Join Kurt W. Mortensen, one of America’s leading authorities on persuasion, negotiation and charisma, to learn to influence without authority, to persuade, and to motivate others. Kurt has over 18 years of experience researching persuasion, leadership and motivational psychology. He is the author of Persuasion IQ, the Laws of Charisma and his best-selling book, Maximum Influence. Mortensen, the founder of Advanced Influence, teaches that professional success, personal relationships, leadership potential, and income depend on the ability to persuade, influence, and motivate others.

Course cost $945 per person and includes all program materials, breakfast and lunch.

LEHIGH UNIVERSITY
Executive Education

IMPACTS & BENEFITS:

- Overcome Objections Before They Are Even Brought Up!
- Effortlessly Build Rapport with Any Personality Type
- Learn how the Subconscious Influences Decisions
- Learn to Develop Instant Trust and Credibility in the First 5 Minutes
- Develop Absolute Confidence in What You’re Saying
- Learn to Maintain Balance Between Emotion and Logic During Your Presentation
- Understand and Use Positive and Negative Nonverbal Communication

Kurt Mortensen’s best-selling book Maximum Influence, teaches the techniques to influence without authority, win more clients, “read” people more quickly and accurately, close more sales ....and, to hear “YES!” more often.

A copy of Maximum Influence will be provided to each attendee during the program.

LEHIGH UNIVERSITY
EXECUTIVE EDUCATION
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To register visit cbe.lehigh.edu