



From the words you choose, to the questions you ask, to your body language, different parts of you speak volumes—although it may not be what you wanted to communicate! Understanding these clues during everyday conversations or negotiations can give you and your organization the business advantage. This seminar will arm participants with powers of discernment and impactful techniques to achieve desired business outcomes.

At Mind the Ps Marketing, we are focused on the “Ps,” including price, product, place and promotion. However, a large part of your organization’s success is yet another “P”—its people. As an extension of your marketing initiatives, your organization— from sales, marketing, accounts payable, procurement, to your senior executives—must build rapport that engages the customer for the long term. Using techniques to help build your greatest asset’s arsenal will help move sales more quickly through the pipeline and will help progress negotiations.

Are you using the one word that increases the possibility of cooperation from 60% to 94%, or the 12 most persuasive words in the English language? Do you or others express your goals positively or negatively, prefer to increase pleasure or decrease pain, notice what things you have in common with others or notice what is different, or think in terms of the past, present, or future? Are you motivated by what is necessary rather than by what is possible?

Learn about:

- **Body Language:** With 600+ muscles in the body (about 90 of them in the face alone), muscles convey meaning
- **Neuro-Linguistic Programming:** Simply put, how you and others emit “brain clues”
- **Context:** Once you’ve noticed these clues, apply them in different scenarios
- **Rapport:** Create rapport to build trust

Contact Us Today!
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Arm your organization with the right communication tools to build rapport and achieve desired business outcomes by registering your team for a session today!
