

The Rev Sales Network invites you to join us for

“The 6 Fundamental Principles of Influence”

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The Network for
Sales Professionals

With Rob McKay, Influence Expert, MD of AssessSystems Aust/NZ

RSN Rev-Up Series
AUCKLAND 2010



The Topic

**Yes... It's a beautiful word.
Now you can hear it more often!**

Did you know that an entire science is devoted to how people are persuaded?

It's a science that has discovered how to increase your likelihood of hearing "yes," sometimes as much as 300% or 400%, by merely adding a word or phrase, or changing the sequence of your request.

Our approach to the influence process is based on the research and evidence of the internationally renowned influence expert, author and psychologist, Dr. Robert Cialdini. His seminal research into the six fundamental principles of influence forms the cornerstone of this RSN seminar.

At this seminar, Rob will give you the context of Cialdini's research.

- The 6 powerful principles of persuasion and how to ethically apply them to produce change
- How you can be honourably persuasive and develop trusted relationships
- How recent social science research can be applied to improve your sales outcomes

The Details

RSN Rev-Up Series 2010
“The 6 Fundamental Principles of Influence”
With Rob McKay

12pm—1.30pm, Thursday 19 August 2010
OfficeMax Training Centre
30 Sir Woolf Fisher Drive,
Highbrook, East Tamaki
Auckland

Rev Sales Network Members: Free
Non-members: \$49 + gst pp
Includes light lunch



With thanks to



The Presenter

Rob has 25 plus years in the broadcasting industry and in the '80s, he pioneered commercial FM radio in both Australia and New Zealand.



After selling his radio interests in the '90s, Rob went back to school! Over 5 years of full-time study he gained a BA in Business Psychology and a MA(Hons) in Industrial & Organisational Psychology from Massey University – specialising in workplace personality.

His interests lie in assessment for employee selection, development and performance management (especially sales people) and the psychology of influence and Persuasion. He is an accomplished seminar and conference speaker and author of the eBook “Hire the Best – Avoid the Rest”

How To Register

To register your attendance [click here](#) to go to our Event Registration page, or just go to our events page at www.rsn.co.nz and complete the registration form before Friday 13 August.

Hurry! This fascinating seminar will fill fast!
Spaces allocated on first reserved, first served basis. Limit 80 attendees only.

Visit us at www.rsn.co.nz