WEAPONS OF MASSIVE INFLUENCE:
MAKING PERSUASION A METHOD AND NOT A MYSTIC THING

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We were more than 20 classmates and a single salesman trying to get one of the twenty to accept a photo with his parrot, logically paying for it. Why was I the victim, what made me the easy prey and immortalized with the parrot on my shoulder?

This has been a custom that has accompanied me for many years of my life, being easily influenced. Perhaps the laughter of my companions at times like the photo with the parrot, the shame of saying many yes when in fact I wanted to say no were the factors I needed to become more sensitive and curious before the world of influence and persuasion.

During the last 8 years of my professional career, as an active clinician, both as a coach and international lecturer, I have dedicated myself with passion to trying to understand what makes some people much more influential than others.

Apparently, at first glance, it seems that having a more attractive message for those around us is a matter of having an angel or an innate talent, a mystical thing. And if it's about charisma, some kind of innate gift, what can we do if we feel that we have not been blessed with it?

Fortunately, things do not work that way. After studying in depth the work of the most prestigious scholars in the field of influence and the way in which the most successful professionals act, I can affirm with total certainty that there are some steps that are repeated over and over again in each of their interactions with your customers, employees, suppliers, etc. A series of steps that, if followed with method, can make our results improve substantially, and we can also repeat them again and again with similarly good results.

Imagine, what would happen...?
- if you had a method that would allow you to be much more attractive when it comes to attracting such a promising veterinarian to your clinic
- if you knew how to talk with your suppliers in such a way that they would be happy to offer you preferential conditions and treatment.
- if you had a method to make your clients fall in love so that, even before making a recommendation, they were willing to trust yourself
- you knew how to motivate your team and make them predisposed to accept your suggestions
- And what is better, if that method existed, what would become possible if you could teach it to the members of your team? What would be the exponential effect achievable?

Do not miss this lecture and discover a step by step method to achieve more yeses each day. Learn to properly evaluate the environment in which you transmit your message and receive the environment of those around you. The moment, the geography of the physical space, are favourable and favour the "yes", or do they pose barriers that impede the understanding? And to be even bolder, do not limit yourself to evaluate the environment, create yourself the one that you think is the most appropriate. For example, imagine you wish to have a conversation with a veterinarian to encourage him to assume new responsibilities in the practice. This will mean a higher salary, and also more pressure from clients and colleagues. Would it be the same to try to persuade him on a Monday afternoon after an exhausting day as a Friday at noon before a long weekend began?, would it be the same to approach the conversation after some success story than to do it in a moment of maximum tension or close to a conflict with a client or partner?
Once the situation has been evaluated, it is necessary to create a special connection, it is necessary to make the other person feel loved, respected and comfortable. For that, we need to make him feel that he is the maximum focus of our attention, and nothing better for that than actively listening. This is a step typically ignored, but that makes a big difference. In this lecture, you will learn some surprising secrets about listening. For example, what a little nuance did that some waiters managed to double their tips just by listening a little better.

You have already managed to create the right atmosphere and the other person feels totally receptive, now you have to transmit your message in a way that influences you in a powerful way. Have you ever thought how would be having a flexible way of communicating, knowing how to adapt style to your interlocutor or rather your speech is like a broken record? Be careful if you identify with this last option, because the proverb says: "If one has a hammer, one tends to look for nails". In this lecture, you will be surprised to discover the three universal styles of influence, how, when and with whom to use them. You will achieve much more impact learning to be much more flexible when communicating. And in addition, you will take keys so that your nonverbal language triggers your capacity of persuasion, learning to avoid the parasitic gestures that ruin the best of the speeches.

As in the world of influence there is no guarantee, what will you do if in spite of all your efforts objections appear in your way? In this lecture, you will discover a secret way of approaching the objections that will make you feel that you play with advantage, and that, when used ethically, will make your message much more impactful. Come and learn to use storytelling to handle objections with elegance and have them play in your favour.

Finally, take home a fascinating way to get the other person to do the job of closing the deal for you. Discover what is the power of coherence and a fascinating study that shows how a simple question can triple your ability to influence.

Do not forget, come to this lecture if you want:
- To learn to create an environment that triggers your ability to influence
- To listen so that the other person feels loved, respected and comfortable
- To learn to say things in a way that you love the word
- To handle objections with elegance and with unforgettable messages
- To close agreements facilitating that the other person is happy to do so.

You will discover all this and many other things.