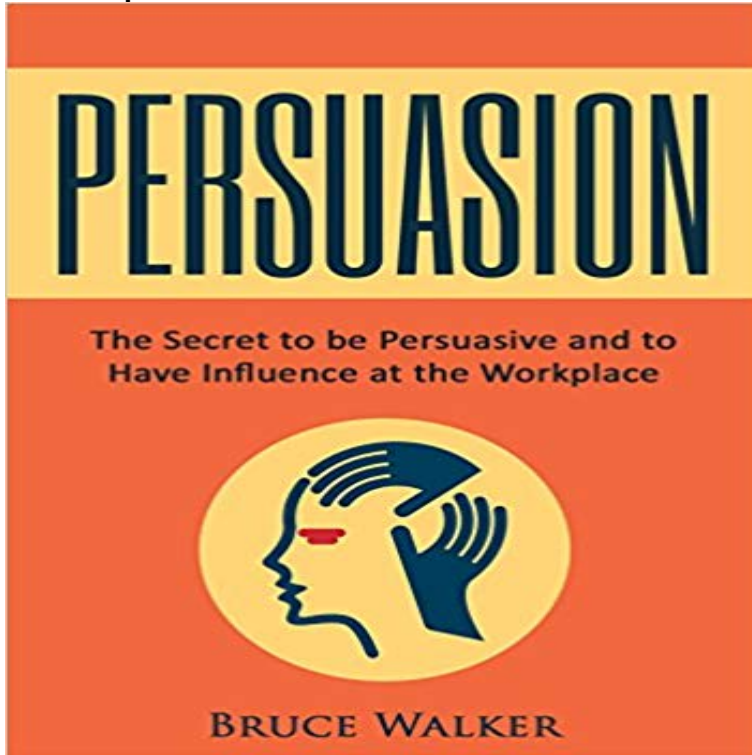


Persuasion: The Secret to be Persuasive and to Have Influence at the Workplace



Persuasion is an Essential Tool for Professional Success. Influence and persuasion are not only for the leaders, its an essential skill that we all must have to strengthen on the path to career success. Persuasion and influence are your stepping stones toward success, whether at the workplace or in our personal lives. Being a True Leader To be a leader, the ability to be persuasive is even more important in the business world. On a day-to-day basis, you need it to convince employees to work toward company goals or to persuade colleagues or clients to consider your ideas or suggestions. If you can master the art of persuasion, you can not only win the support of others, but you also can unify your team and encourage them to work well together. In Persuasion, Bruce Walker introduces the power of persuasion, specifically on how to gain influence and have people listen and implement ideas and concepts. Here is a Preview of What you will Learn: ? Essential skill you must have to be Influential ? 4 Fundamental Principles of Persuasion ? Understanding the Halo Effect ? Applying Persuasion at the workplace ? How to Be an influential Leader Persuasion is not just for salespeople and their prospects. You may try to persuade an employee to perform better, or perhaps you want to persuade your boss to take on your brilliant idea. Whatever your persuasive need are, you will be 3x more persuasive once you understand the 4 Principles of Persuasion. Would You Like To Know More ? Download Now and Discover The Secret of Persuasion.

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