



# *Free Horticultural Business Webinar*

## *June 20, 2017*

### *11:00am-12:00pm EDT*

#### *Advanced Influence and Sales Strategies*

Have you noticed how some offers are so compelling that you find yourself reaching for your wallet immediately? You're not alone! There is a definite strategy sellers and marketers use to get you to pull the trigger. Don't you want that, too, for your business?

Based on the research of Dr. Robert Cialdini of the University of Arizona and proven day after day in successful organizations across the nation, the Six Weapons of Influence are real and effective. This workshop will lead you through the Principles of Influence and show you that you can easily – and immediately – put them into action to grow your business today!

Participants will learn:

- The Six Principles of Influence and what each one looks like along with relevant examples
- Specific actions to take to develop strategies to implement each Principle
- The pitfalls to avoid to prevent misuse and abuse
- How to resist Influence Principles when you feel they are being used to manipulate you!

**Featuring Jack Klemeyer from: Grow Your Business Coaching**

To register, click on this link: [https://purdue.qualtrics.com/jfe/form/SV\\_bae0OfPySyoUt0x](https://purdue.qualtrics.com/jfe/form/SV_bae0OfPySyoUt0x)



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