

Science of Yes Workshop

Do you want to win more business, design a productive communications campaign or develop a programme that wins hearts and minds and delivers real change?



Knowing how to persuade and influence others to respond positively to your messages and proposals is central to achieving your goals. The **Science of Yes Workshop** will show you how it can be done in an entirely ethical way that builds long term successful partnerships and relationships.

The **Science of Yes Workshop** is a one day intensive programme based on the universal Principles of Persuasion. These principles are the result of over 35 years' research by world

leading behavioural scientist Dr Robert Cialdini and featured in the internationally acclaimed and bestselling books **Influence** and **Yes! 50 secrets from the science of persuasion**.

The workshop has been designed to help business professionals, particularly those in the fields of sales, marketing and management to increase their ability to influence and persuade others. Whether you work in B2B or B2C environments, face to face, on the telephone, or online we will work with you to customize your own exclusive workshop which will generate new ideas, approaches and strategies.

Importantly we will make them relevant and practical so you leave with not just new found knowledge but also actions that you will be able to apply straightaway.

The **Science of Yes Workshop** is delivered in an interactive style and is as valuable to seasoned professionals as it is for new starters.

Call Sarah Tobitt on 0870 787 4747

“Surprising, provocative, fun.”

The Financial Times

“Easy to understand, engaging, inspirational and immediately applicable to our daily work.”

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