



**What?** An impactful, exciting and exclusive one day session with Yes! author Steve Martin developed to help you and your team use our influence and persuasion research to Win More Business & Customers!

Whether you work in B2B or B2C environment, face to face, on the telephone or online we'll work with you to customise an exclusive workshop to generate new ideas, approaches and strategies to Win More Business.

**Style?** Interactive, impactful sessions with customised exercises and challenges designed to help you apply persuasion research to win more business.

**Who?** Workshop will be led by Yes! author Steve Martin

**Fee?** Around £3k for up to 30 people (only £100 a head) including handouts, customization and books.

**Info?** Call Sarah Tobitt on 0870 787 4747