

The Art of Business Influence - Selling without Selling



Your key to communication excellence.

“The Art of Business Influence - Selling without Selling”

is a truly unique offering. Innovative, entertaining and effective - the ideas, concepts and techniques within this engaging content will strengthen your team’s capacity to connect, communicate and influence. This course is about taking your people and giving them a strategic advantage - it’s about transforming them into trusted advisors, it’s about inspiring them to reach for communication excellence and guiding them to grow and leverage their all important networks and build profitable business.



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This is more than “online training,” this is coaching in the cloud - next generation, full motion, interactive, web-based inspiration deliverable across multiple devices.

With a state of the art, engaging platform, filled with innovative and interactive video-based modules featuring step by step instruction, live-action clips and fully integrated testing and tracking, Mark Jeffries brings all of his valuable concepts, knowledge and education to each user, one-on-one as if he was your full time coach and mentor. Its not just stories from his winning Keynote Speeches and books, it’s full motion interactive training direct to your people, 24/7 and On-Demand.

“The Art of Business Influence - Selling without Selling”

is essential next-generation content designed to compliment and enhance all of your current training initiatives and truly applies to everyone - from the newest recruits to your most senior stars.



Course 1 – The three assumptions

In this course, the participant is introduced to the key elements of the course - a compelling piece on how, no matter who we are: We are all in sales, we are relentlessly measured and judged by the carefully balanced scales and we can all benefit from the rules of payback and reciprocation ... Rules which can be deployed to generate loyalty, trust and success.

These three assumptions are a guiding principal of communication excellence and an essential base on which to build.

The Instant benefits:

- Elevated personal awareness
- Increased Personal Impact
- The knowledge to harness a greater competitive advantage
- The insight to use the “little things” to grow big success
- The empathy to view targets from the perspective of the client and customer

Course 2 – L-WAR

The L-WAR - Listen, Watch, Anticipate & React. The L-WAR is also known as the Square of influence - A common-sense but highly innovate set of engaging ideas on how we must communicate to succeed. It's a strategic style of communication that generates trust, connections and profitable business. The L-WAR shifts the way we listen, re-invents how we utilize crucial observations and helps us start to develop a habit where ***we anticipate the needs of the person in front of us***...in order to reach our goals. This is the ultimate 'common sense' method of generating long-term business. The essential messaging of the L-WAR will start to shift Participants away from “**what they want to sell**” towards “**what their clients and customers want to buy**”.

The Instant benefits:

- An advanced awareness of unspoken messages
- Elevates “Strategic listening” to a higher priority
- An empowering knowledge of the visual side of communication
- An increased awareness of the needs of customers, clients, colleagues and partners

Course 3 – Connections truly count - Networking 2.0

Like it or not - the continuously successful always have the strongest and most extensive networks. Connections count and this chapter elevates the potential and the power of your network. Participants benefit from a tour through Networking 2.0, The all important 3 Rs of networking, a new style personal pitch and what to do about re-engaging those lost connections.

The Instant benefits:

- Fresh insight into the power of your network
- Increased motivation to connect and collaborate
- Smart guidance on building trust through connections
- New ideas on how to turn chance meetings into new business
- Innovative concepts on how to sell your personal brand (without selling!)
- Memorable techniques on turning connections into trusted relationships

Course 4 – Secrets of Communication

What REALLY goes on in and around the all-important pitch, meeting or interview - It's revealed here!! After all the preparation, connections, L-WAR and the key basics, we now delve deeper into the essential psychology behind influence, trust and effective business communication. The 3 Cs of communication illuminates a style and approach that creates instant trust. The power of Story telling reveals how to bring people round to your way of thinking, and the true influence of Social Proof and 'The Jealousy Effect' are unveiled as tools we can all use with great success.

The Instant benefits:

- Innovative skills around story telling
- Memorable concepts to increase the “stickiness” of key messages
- A heightened awareness of all of the “players” within important meetings
- Motivation and ideas around creating need and desire for your product and service

Ready to elevate your team's success? Contact Mark directly: mark@markjeffries.com

Contact The Mark Jeffries Communication Academy (347) 836-9632

Individual Subscribers – Click '[join now](#)' and power your success!