



Michael W. Mercer, Ph.D.

Keynote Speaker • Management & Leadership Expert

Presentation Outline

NEGOTIATING, INFLUENCING & PERSUADING

“Many people kept coming up to me to say how incredible your speech and workshop were. They learned helpful strategies for their job success, plus they heartily appreciated your engaging, ‘info-tainment’ speaking style.”

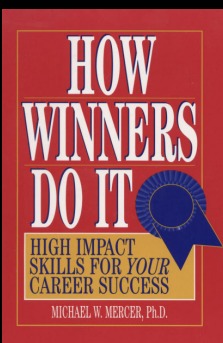
National Association of Credit Management

“This is the 3rd time in 8 years that we had you deliver your *“How to Negotiate, Influence & Persuade”* seminar. Your seminar proves so useful and enjoyable that whenever our members request negotiating skills training, we immediately call you! As always you received very high ratings.”

American Subcontractors Association

“The way you combined hands-on exercises, lots of humor and illuminating anecdotes created powerful learning experiences in all three cities in which we had you speak.”

Dairy Mart, Inc.



Expert negotiators and influencers achieve a lot more in their careers -- and personal lives -- than less persuasive people. Find out how they tactfully do it in this results-oriented, fast-paced presentation.

Your speaker is book author Michael W. Mercer, Ph.D. He wrote the inspiring book and 6-tape audio-book, **HOW WINNERS DO IT: High Impact People Skills for Your Career Success**. Mike has spoken on this topic to audiences across North America.

During this immediately useful, "info-tainment" and motivational presentation you'll learn:

- ◆ How to assure "Win-Win" outcomes
- ◆ 2-step technique used by expert salespeople, negotiators, & persuaders
- ◆ 7 quick ways to form relationships with people that help sway their opinions & actions
- ◆ The simplest -- & least used!! -- negotiating tactic
- ◆ 4 ways to ask questions to dramatically influence the other side's actions & decisions
- ◆ 2-part method to calmly overcome objections, resistance, anger, & roadblocks
- ◆ 9 surefire negotiating tactics you immediately can use
- ◆ What you should do if all else fails
- ◆ 1 action you must take at the end of every negotiation