

THE ARTS OF PERSUASION & NEGOTIATION



EXECUTIVE LEARNING SESSION

Building rapport, gaining trust, and earning credibility are critical elements to the success of your professional and personal lives. There are very distinct steps we can all take to improve our ability to establish solid and positive bonds with our bosses, employees, peers and clients. After all, no matter where you go or what you do, people are people. How well you project yourself and your ability to assess others is fundamental to your prevailing in all aspects of life.

Robert Mazur shares the secrets of persuading and negotiating. He identifies the insights he honed from psychologists and others when he was trained to become a highly successful undercover agent. His mastering of these skills is evident from his NY Times bestselling book, *The Infiltrator*, about his many years living within the underworld as a highly sophisticated money launderer for some of the world's most ruthless criminals, including Pablo Escobar. His survival within the underworld, convincing drug traffickers, terrorists and corrupt bankers that he was one of them, speaks volumes.

Through a riveting presentation that includes demonstrative videos and role playing, Robert explains the steps one needs to take to:

- Identify the most critical issues about others
- Learn how to interpret verbal and nonverbal cues
- Properly develop a macro and micro operational plan to succeed in relationship building
- Find answers with silence and active listening
- Earn trust and credibility
- Learn the power of passive reinforcements
- Discover how to neutralize those intent on obstructing your success
- Exploit the power of an unwitting source
- Naturally train yourself to be the best “you”