



Mentors coach you in the art and science of selling almost anything

Persuase<sup>SM</sup> Training was developed from an accredited college course and combines independent learning with real time training with an actual mentor. Our live Pitching Practice Sessions provide ongoing support for a full four month semester so you can perfect your pitch.

### Persuase<sup>SM</sup> for Entrepreneurs

Business owners and entrepreneurs face special sales challenges.

Persuase<sup>SM</sup> is specifically designed to teach the skills business leaders need to launch and to lead. You will learn to pitch investors, clients and employees, to organize your efforts for maximum effectiveness and to manage the people who will pitch for you.

### Persuase<sup>SM</sup> for Professionals

Persuase<sup>SM</sup> for Professionals is your complete guide to sales and covers everything from crafting your pitch to closing and developing your network.

Whether you specialize in business development or just need to pitch your ideas to colleagues and supervisors, this program will help you be convincing and create a game plan for success.

### Persuase<sup>SM</sup> for Fundraisers

Persuase<sup>SM</sup> for Fundraisers helps you make your case.

Fundraising requires special skills, passion, patience and a sophisticated approach to prospective donors. This training provides what you need to know from organizing your efforts to making presentations and creating a lifelong network of colleagues and associates.



### Partner with Persuase<sup>SM</sup>

Would your organization's membership benefit from Persuase<sup>SM</sup> training?

Let's talk about how we can partner together to meet everyone's goals

## The Power of Persuase<sup>SM</sup>

### Here’s what you’ll learn:

#### Preparing

It’s All You

Making Time-Creating Your Routine

Tracking your Progress

No-It’s Not Really Rejection

#### Pitching

Crafting the Pitch: What Are You Really Selling?

The Elevator Pitch-No Elevator Required

Warm Calling-Finding Prospects

Preparing to Pitch

Selling Cycles

Breaking the Ice

Dressing the Part

A First Pitch Meeting

A Second Pitch Meeting

Testimonial Selling

Thank You For Objecting

Following up-Make Them Tell You No!

Closing

He didn’t know It couldn’t Be Done

Referrals and Staying in Touch-Your Lifetime Network

#### Especially for Entrepreneurs

Managing the People Who Pitch for You

Why Good Sales People are Hard to Find?

The Outsourced Sales Force

The Compensation Conundrum-Pay Plans That Work

Are You Getting a Sales Guru-or are they getting you?

Rewarding The Process

Growing Your Own: The Apprentice Sales Program



*“The phone...is working! It is amazing how much confidence I’ve built in such little time. Picking up the horn has proven to be very effective.”*

*- Not-For-Profit Fundraiser*

## Be Convincing

The tools you need to achieve success are all here. There’s no reason to wait. Call (212) 831-1559 for a free consultation to see if a Persuase<sup>SM</sup> training program is right for you. You can also learn more about the Persuase<sup>SM</sup> team, process and classes at [www.persuase.com](http://www.persuase.com).