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# Persuade Without Pushing

## *How to Sell Your Ideas in a Post-Selling World*

### **The Problem:**

*People don't listen, buy or do what you want.*

### **The Root Cause:**

*You're pushing, pulling, selling, convincing or otherwise failing to gain buy-in.*

### **The Solution:**

*Learn how to "Persuade without Pushing."*

### **Who Needs to Learn How to Persuade without Pushing?**

- ✓ *Managers with their teams, peers and senior leaders*
- ✓ *Service providers with their clients*
- ✓ *Salespersons with their prospects*
- ✓ *Executives with their organizations*
- ✓ *Marketers with their customers*

How many times have you spoken to people in your most influential and convincing manner, but results don't follow? *Their nods say yes, but their actions say no.*

If you are like most managers, service providers, salespersons and executives, you've been roadblocked by a challenging, real-world fact:

***Most people, most of the time, aren't motivated to do what you want them to do.***

They don't feel urgency to respond the way you would like them to do. They don't feel compelled to hear you out, or buy your product, or hire you for your services, or cooperate with you. They're busy with their own priorities, issues and urgencies. They don't have time to explain, or don't want to risk explaining. You're left hanging.

They don't respond to being pushed either. *If you don't liked being pushed or "sold," why would anyone else would feel differently?*

In today's competitive, information-overloaded, high-stress work world, if you can't persuade without pushing, you lose.

### **PROGRAMS**

#### **Keynote Speech**

For conferences, offsites and other key organizational events.

#### **Seminar or Webinar**

Interactive workshop with action tools and skill development activities.

# Our Programs Focus on Empowering You To Take Effective Action Now.

## You Will Learn:

- ✓ How to overcome the hidden roadblocks that typically cause attempts to influence, persuade, sell or convince to fail
- ✓ Why most influence strategies leave us “talking to ourselves” instead of “connecting with others”
- ✓ The three crucial ways you must demonstrate you understand what matters to others
- ✓ The Four Steps of the GO-LEAD model for gaining engaged attention and positive action from others
- ✓ How to get sustained, committed, strong positive action from others, instead of avoidance or short-term compliance
- ✓ How to be confident and comfortable, even when making challenging requests



**Mark Goulston, M.D.** is a keynote speaker, business advisor, consultant, trainer and coach who works with Fortune 500 executives and sales teams to achieve breakthrough measurable results

through improved interpersonal skills.

He honed his skills as a clinical psychiatrist, UCLA professor and trainer of FBI and police hostage negotiators and was selected as one of America’s Top Psychiatrists 2009, 2010 by the Consumers Research Council of America.

Dr. Goulston is the author of the #1 international best selling book, “*Just Listen*” Discover the Secret to Getting Through to Absolutely Anyone and *Get Out of Your Own Way at Work*.

He also writes a Tribune syndicated career advice column and appears frequently on radio and network television including: CNN, NBC/ABC/ CBS/msNBC/PBS/BBC/NPR/*Today/Oprah* and in print including: *Wall St. Journal*, *NY Times*, *Fortune*, and *Forbes*. He lives in Los Angeles.



**John Ullmen, Ph.D.** is an internationally acclaimed executive coach and a commended lecturer at the UCLA Anderson School of Management, where his course was voted by students as one of the “Top 10” experiences in their graduate program.

His clients span a wide range of Fortune 500 firms and other industry leaders.

He is the coauthor of a highly praised series of management fable books including *Invisible Bridges: Building Business Relationships for Results*; *Which Bird Gets Heard? How to Have Impact Even in a Flock*; and *Who Wins Conflict? The Creative Alternative to Fight or Flight*.

Dr. Ullmen began his career as an officer in the U.S. Air Force, where he served as a lead systems engineer for a top-secret Joint Chiefs of Staff intelligence program. He holds a B.S. from the USAF Academy, a Master of Public Policy from Harvard University, and a Ph.D. in Organizational Behavior from UCLA.