

The Persuasive Communicator



What is The Persuasive Communicator?

The Persuasive Communication (CW™) is a 16-hour, skills training methodology, which gives participants a lifelong tool for communicating more powerfully and persuasively in any type of business situation.

The methodology is based on Persona's Social Styles and Trust Building Models, proven over the past 20 years to be one of the world's most effective communication skills training programs.

CW™ is easy to learn and immediately applicable to real-life work challenges. Participants receive feedback on how business associates perceive their natural communication style, ability to project empathy, and level of interpersonal flexibility. This input leads to tailored courses of action for communicating more effectively with others.

In addition, participants can acquire Persona's expert system Gameplanning Software in order to meet future communication challenges.

Before the workshop, participants choose a real-life, work-related individual as their case study subject. During the workshop, participants use feedback from up to five of their business associates to learn their strengths in trust building, and more importantly, skills to minimize or eliminate their weakness. By the end of the workshop, with the aid of **Persona GLOBAL**®'s Gameplanning software, each participant has practiced the appropriate skills, developed a game (action) plan, and tested this new way to communicate with their case study subject, usually someone with whom they often fail to communicate effectively.

CW™ reveals the skills of how to build trust, positively influence others, and achieve win/win results in the shortest timeframe possible.

CASE STUDY

Mitsubishi Motors, Japan



◆ SITUATION

Mitsubishi Motors, Japan, was facing financial pressures due to an increasingly competitive local retail automotive home market.

◆ COURSE OF ACTION

Mitsubishi conducted training for two groups: One group of 800 newly hired sales representatives used Mitsubishi's standard sales training curricula. A second group of 800 newly hired salespersons participated in a Japanese edition of *Persona's Persuasive Salesperson Workshop*, with a special focus on empathy projection.

◆ RESULTS

Over a two-year period, the salespersons who completed *PS™* program sold an average of 39 more cars per person annually than the group that participated in traditional training, possibly affecting both top and bottom line results.

CW™ Benefits for the Participant

- **ACTIONABLE.** Emphasis is on acquiring immediately usable skills rather than learning theory.
- **EASILY UNDERSTANDABLE.** A simple practical methodology that keys on existing personal and work experience.
- **LONG-TERM BENEFIT.** The Gameplanning Software can be applied repeatedly to future communication challenges.
- **MULTI-PURPOSE.** Skills are effective in both business and personal settings.
- **TAILORED PROGRAMMING.** The Gameplanning Software can be integrated to incorporate the benefits of a company's specific products and services.
- **THOROUGH DOCUMENTATION.** Reports and guides give complete feedback and information.
- **UNIVERSAL TRUTHS.** Principles and skills learned are applicable in all cultures.
- **WORK RELATED.** Participants address real-life challenges by developing an actionable plan to communicate more effectively with a specific individual at work.

"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen."

Yvon Dray • Director of Training for Operations, Alcatel, Mexico City

Persuasive Communicator Methodology

The ideal workshop size is 16-22 participants in order to promote maximum interaction. Since each participant has a personal case study subject, the methodology is appropriate for both in-company and public/open programs.

One exclusive benefit of participating in CW™ Workshop is the possibility to gain access to **Persona** GLOBAL®'s proprietary expert system – the Gameplanning.

Another unique and exclusive feature of Persona's Gameplanning is the ability to integrate benefits of a company's specific products or services into the program. What this means is that the user is provided with benefits statements suited specifically to the individual they are profiling, thus allowing the user to offer to the listener precise reasons to accept the product or service.

Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated **Persona** GLOBAL®'s Social Styles Model, based on data collected using the Social Styles questionnaire in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

The Series Cover Also:

- The Persuasive Salesperson
- Team Effectiveness Training
- Effective Mentoring
- Selling Your Technological Solutions
- Transition to Management
- One-To-One Selling
- Selling to Key Accounts

Books written and based on Persona Global's Social Styles model include:

- **Mike Godfrey**, Targeted Selling, Competitive Edge Management Series, Australian Institute of Management MSW Training Centre Ltd., 1995, Prentice Hall Australia Pty Ltd.
- **Ph. Durreche & Ch. Dupont**, Pourquoi l'autre est si c...ou l'Apologie de la difference, 1994, Les Presses Du Management, Paris.
- **Dr. Alain Golay**, Le Perso Regime, Personalities and Alimentary Behaviors in Obese Patients, 1996 PAYOT. Researchers at Stanford University, and at the Department of Medicine, University Hospital, Geneva, Switzerland, studied the role of personality in eating habits.

ABOUT THE AUTHOR



Jon Gornstein

Founder and President of Persona Global

Jon Gornstein has devoted his 30-year career to helping major multi-national corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 48 countries to companies such as IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.

REGISTRATION FORM

I would like to register for the Persuasive Communicator Workshop On:

Date _____

Location: _____

Name : _____

Name : _____

Title : _____

Title : _____

Name : _____

Name : _____

Title : _____

Title : _____

Organization: _____

Address: _____

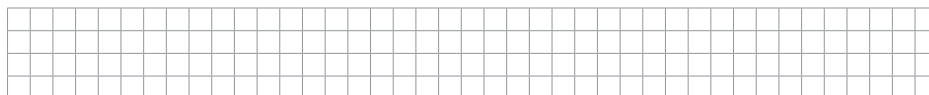
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ABOUT **Persona** GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL®, Inc.'s metrics and methodologies are currently available in 62 countries; its programs have been translated in up to 48 languages. More than 1,100 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL® Programs include:

- BMW
- Mitsubishi
- Disney
- Coca-Cola
- Hitachi
- Applied Materials
- Dell Computer
- IBM
- Alcatel
- Motorola
- British Airways
- Japan Airlines
- Credit Suisse
- American Express
- SONY Music Entertainment