



The Power of Persuasion:

Lessons from a Former Military Interrogator for Sales and Leadership Success

Do you struggle to close the sale? Do you struggle to connect with your team members? Are you unsure of when to say the right thing at the right time? Join us for an unforgettable presentation that will leave you on the edge of your seat.

In a world where persuasion is key, one former military interrogator reveals the secrets behind his extraordinary skills...Dr. Davis McAlister is not just any speaker; after years of training by the military, FBI, and Mossad, he's a master of influence, trust-building, and the art of asking the right questions.

Whether you are in sales or leadership, you will unlock secrets that can make your message irresistible, establish connections that lead to successful negotiations, learn to ask the right questions and truly listen, turn 'no' into 'yes' like a pro, learn strategies for success in diverse scenarios, and apply these skills with integrity.

Get ready for a game-changing experience that will redefine your approach to sales and leadership.

Learning Outcomes

- **Understanding Effective Customer Engagement:** Participants will learn to categorize customers into distinct types and understand the significance of identifying customer types for tailored communication approaches. By the end of the presentation, attendees will be able to apply this knowledge to engage effectively with different customer profiles.
- **Mastering the Sales Process or Leadership Engagement Phases:** Attendees will gain insights into the comprehensive sales process, from customer screening and preparation to approach selection, objection handling, and termination. Participants will leave with a deep understanding of each phase, enabling them to navigate sales interactions with confidence and efficiency. This outcome can be tailored to phases of leadership engagement regarding effective team interaction between leaders and their team members.
- **Developing Persuasive Communication Skills:** This presentation will equip participants with practical techniques for building rapport, crafting compelling messages, and using persuasive storytelling. Participants will learn to adapt their approach to diverse situations and effectively handle objections, ultimately enhancing their persuasive communication skills in sales and leadership contexts.
- **Enhancing Nonverbal Communication Proficiency:** Participants will explore the nuanced world of nonverbal communication, understanding key cues and practical tips for reading body language accurately. By the end of the session, attendees will be proficient in recognizing nonverbal signals, allowing them to enhance their interpersonal skills and establish stronger connections with clients and team members.
- **Ethical Leadership and Influential Practices:** This presentation will emphasize the ethical dimensions of influence, the importance of integrity in leadership, and the art of balancing persuasion with ethical considerations. Attendees will gain a deep understanding of ethical leadership principles, enabling them to lead with integrity while employing persuasive techniques responsibly. Participants will leave with a heightened awareness of ethical implications in decision-making, fostering a culture of trust and respect within their professional environments.

Demo Reel:

<https://youtu.be/s1jYmC116tc>



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Workshop Outline

I. Introduction

- Welcome and Introduction of the Speaker
- Brief Overview of the Presentation's Goals and Objectives
- Establishing the Relevance of Military Interrogation Techniques in Sales and Leadership

II. Background and Transformation

- Sharing the Speaker's Background as a Military Interrogator
- Discussing the Transition from Military Service to the Business World
- Emphasizing the Transferable Skills

III. Customer Types

- Defining the 3 types of customers
- Importance of identifying the customer type for approach selection

IV. Phase 1 Screening

- The Importance of knowing your customer
- Doing background research
- Know your products

V. Phase 2 Planning/Preparation

- Elements to consider prior to a client meeting

VI. Phase 3 Approach Part 1

- Building Rapport
- The Importance of Rapport in Sales and Leadership
- Strategies for Building Trust and Connection
- Real-Life Examples and Anecdotes

VII. Phase 3 Approach Part 2

- Selecting an Approach
- Crafting a Compelling Message
- Using Stories to Persuade
- Recognizing the Need for Adaptation
- Tailoring Your Approach to Different Situations

VIII. Phase 4 Handling Objections

- Common Objections in Sales and Leadership
- Techniques for Addressing and Overcoming Objections
- Case Study: Turning Objections into Opportunities

IX. Phase 5 Questioning

- Types of Questions
- Questions to Avoid

X. Phase 6 Reading Body Language

- The Role of Nonverbal Communication
- Key Nonverbal Cues to Watch For
- Practical Tips for Reading Body Language

X. Phase 7 Termination

- Reasons and ways to close a meeting
- To do items as part of the close

XI. Ethical Leadership and Influence

- The Ethical Dimension of Influence
- The Importance of Integrity
- Balancing Persuasion with Ethics