

## PERSUASION Rx: How to Influence Ethically

*Is this course right for you?*

Are you a pharmaceutical associate who:

- Needs to influence behaviour of other people to achieve your targets?
- Is frustrated with the barriers to influence?

Do you want to:

- Save time and achieve greater outcomes with your efforts to influence?
- Be able to measure success?
- Learn and apply lessons from researchers who have recently identified how people learn and change?

Are you a....	Do you try to ...	So, we all are trying to
Marketer	Position	<b>INFLUENCE!</b>
Territory Manager	Sell	
CME Associate	Educate	
Clinical Research Associate	Guide	
Government Affairs Associate	Convince	
Trainer	Train	
Manager	Lead	
Stakeholder relations manager	Persuade	
Administrator	Help	
IT Associate	Urge	
Finance Associate	Advise	
Industrial Affairs	Lead	
Parent	Guide	

### Program Goal:

By the end of this course, the active participant will be energized with a new system to influence which will result in achieving greater results, faster with less frustration!