

# Wouldn't it be great to know the magic words and phrases to persuade others to do exactly what you want?

Now you can, with Peter Thomson's

## CONVERSATION THE POWER OF PERSUASION

A six cassette audio learning programme available on **FREE TRIAL** for 30 days

### Leading strategist shows you how

In this 12-session audio cassette programme, Britain's leading personal development strategist, Peter Thomson, shows you how to learn specific ideas to give yourself confidence and eloquence and put power into your conversation.

### Over 300 confidence-boosting ideas

In today's high-powered world, it's those who communicate best, with colleagues, customers, suppliers and family, who achieve most. In **CONVERSATION, The Power of Persuasion**, Peter Thomson guides you through more than 300 ideas, methods and techniques to help you communicate better with your contacts, both commercial and social.

### Communication skills that will work for you

All the ideas outlined in **CONVERSATION**, have been tried and tested by Peter Thomson during his career, helping him to build and sell a number of businesses - the last one for several million pounds! Now you can put them to work for yourself and see the difference in less than 30 days.

**FREE TRIAL OFFER** **CONVERSATION The Power of Persuasion** is available exclusively from Nightingale Conant. Listen to the programme without risk or commitment **FREE for 30 days**. Then you decide whether to keep the programme and pay just £39.95 including VAT, postage and packing, or return it in good condition and owe absolutely nothing. **The choice is yours.**

### Make the most of your time with audio learning

Learning new skills can improve your potential for promotion at work or enhance your social life. Listening to audio cassette tapes has the double advantage of learning new skills while you are travelling in your car or on the train, using time that might otherwise be wasted.

#### At work

- ★ Learn how to get your colleagues to do what you want
- ★ Where to sit at business meetings for maximum impact
- ★ How to create rapport with a simple handshake

#### At social meetings

- ★ How to strike up a conversation with a total stranger
- ★ How to avoid those embarrassing silences

#### At school or college

- ★ A simple technique to improve your memory
- ★ Increasing your listening and retention skills

#### At home

- ★ Learn how to listen actively to your partner
- ★ How to get children to do what you want
- ★ How to create enthusiasm for your plans



“Throughout my business career, I have always tried to understand why people make the decisions they do, and how I may be able to influence their decisions by the words and actions I use.

This study of the way people's minds work and how they can be influenced by our words and actions is the basis for **CONVERSATION The Power of Persuasion**.

The programme includes more than 300 ideas, techniques and methods which I have personally tried and proved over the years, and, while they may not **GUARANTEE** you success, they will certainly give you a clearer insight into the workings of the minds of others.

I'm sure you will enjoy the section on **BODY LANGUAGE** - what I call *The Unspoken Truth*; a fascinating topic. You'll hear some useful pointers and learn how to turn them to your advantage...

There's also a section on **EYE MOVEMENTS**; what they mean and how to spot when someone is lying. Try it next time you watch a politician on TV!!

Whatever your social position, your commercial field of operation, your age, sex or financial standing, I know the skills you will learn from **CONVERSATION The Power of Persuasion** will help you achieve more and communicate more effectively.

Why not start the voyage of discovery right now, simply by returning the reservation form or by calling **FreeFone 0800 387869**.

I look forward to the pleasure of your company. **”**

*Peter*  
Peter Thomson

12 information-packed lessons to teach you how to use the persuasive power of speech to achieve more.

Side 1. Listen and Learn! Active listening. The 6 stages of listening. 11 actions to take to enhance your listening skills.

Side 2. Is Your Receiver Turned On? "Yes" tags. Persuasive questions. How to deal with others.

Side 3. The Subconscious Encoding Process. Total persuasion. How the brain deals with information.

Side 4. The Language of Influence. 3 home bases of language. Building rapport. Eye movements and what they mean. Lying eyes.

Side 5. The Power of Questions. Questioning skills. Leading questions and how to use them. 7 power result questions.

Side 6. The Right Words First. How to start a conversation. 16 things to say. The Anticipation Effect.

Side 7. Body Language - The Unspoken Truth. How to read it; how to use it. 20 common actions and what they mean. Meetings.

Side 8. Take the Initiative. Breaking negative attitudes and gestures. Matching, pacing and leading.

Side 9. "I Have Six Honest Serving Men..." Questions. 14 psychological needs. The factors of influence.

Side 10. The Process of Persuasion. Reciprocation, Obligation and the Drop Sell. Why we say "Yes".

Side 11. "What", "Why", and How To Use Them. How to persuade and influence. Dealing with objections.

Side 12. Getting to "Yes". 4 stages of response timing. 10 proven ways to get to "yes".

...and much, much more.

### Guarantee of Satisfaction.

It is an underlying principle of our business that you may listen to any of our programmes on **FREE Trial** audition for a period of 30 days. If, after that time, you are not delighted with the programme, for whatever reason, you may return it to us and you will owe nothing. Your 30 day trial will have been free and you are under no further obligation to purchase.

**PRIORITY RESERVATION FORM**  
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**Nightingale Conant CONVERSATION The Power of Persuasion**

**YES**, please send me Peter Thomson's **CONVERSATION The Power of Persuasion** on **FREE 30 DAY AUDITION**. I understand that if, within 30 days, I feel the benefits of the programme are not worth many times more than the issue price of £39.95 (inclusive of VAT and p+p), I will return the programme and owe nothing.

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