

Rob Jolles

Sales, Persuasion, and Virtual Communication Expert

How to Change Minds: The Art of Influence without Manipulation Who doesn't need to influence people? And who wouldn't want to get better at it? Odds are next to no one. Whether at work or in life, on issues big or small, people seek to change minds as a matter of course. What's more, the vast majority (you included, surely) have good intentions, and genuinely wants to influence, not manipulate. But what's the difference between influence and manipulation? How can you actually distinguish them? And how, in the real, increasingly gray world, can you know for sure you're not crossing a line? Rob Jolles has devoted his life's work to the answers. Audience Take-Aways: Recognize the difference between influence and manipulation. Learn how to create trust in any conversation. Understand a repeatable, predictable process that creates urgency for change in another person's mind. Recognize other's decision points, and how to effectively test where others are in his or her decision-making process. A Mental Agility® audience challenge that provides lasting lessons in not just questioning, but listening.

No More Order Taking: The Art of Creating Urgency Today's salespeople are being methodically trained to adopt an "order taking" mentality in business and the repercussions are staggering. In this motivational and spirited conversation, Rob Jolles not only demonstrates proof that this problem exists, he provides a repeatable, predictable approach to correct it. Audience members are introduced to a "Decision Cycle" that each buyer goes through when making a significant commitment. Audience members are forced to focus away from the products or ideas they are selling and look instead at the way the people make decisions. Trust and urgency are not slogans or taglines. They are critical processes that can be taught, measured, and managed to. There is an art to creating urgency, and when it is used properly it's one of the most merciful, compassionate approaches to working with a client a salesperson can deploy. Audience Take-Aways: Learn how to move others past his or her fear of change away from, "I'm thinking about doing it" to "I'm ready to do it." Learn how to increase a sense of urgency in the mind of others. Learn how to defuse cost objections. Learn how to identify where in the Decision Cycle another person is, and how to strategically work within that cycle to create change. A Mental Agility® audience challenge that provides lasting lessons in not just questioning, but listening.

Why People Don't Believe You We have been raised to believe that words are one of the most essential tools an individual can use to communicate. We've been duped. If words are so important, why are so many of us literally afraid to send a text or an email because we are nervous that our words will be misinterpreted? Could it be because our words alone offer little in the way of help when it comes to conveying the true emotional content of what we are trying to say? The fact is, a huge percentage of the population struggles with an issue that has very little to do with the words we use:

the simple act of being believed. We can find ways to mask this problem, but it haunts us just the same. When those words fail and, given this all-too-common scenario, they almost always do, we retreat even deeper into doubt. It's not the words that betray us; it's the spaces between them. Audience Take-Aways: It's not the words that betray us; it's the way the words are used. Learn the "Three P's" of communication; Pitch, Pace, Pause to enhance our message. Learn how to quickly read the personalities of others and communication skills needed to connect with these personalities. Learn how to incorporate improv and acting techniques to drive authenticity.

The Art of Selling to Groups Today's leader's and sales personnel, are being well trained to succeed in a traditional one-on-one format. But what about the unique art of presenting and selling our message? Whether it's to customers, internal teams, webinar, or in a boardroom, more and more individuals are called on to present information to groups. The good news is that when these deliveries are conducted properly, everyone knows it. The potential results can be staggering. The bad news is that when these deliveries are not conducted properly, everyone knows it. The potential results, along with time and future opportunities are wasted. What we usually see are one-sided conversations involving lecture type deliveries that are not created to involve and move an audience to immediate action. What we need is a combination of selling techniques and public speaking! Audience Take-Aways: Sales techniques finally merge with presentation techniques! Learning to not just engage, but involve the audience with multiple probing techniques used by professional speakers. Learning to not just sustain interest, but build that interest from the moment you step in front of a room with over a dozen interest sustaining ideas. Learning techniques to set up your message, influence behavior, and move an audience to take immediate action.