

# Convince anyone in business

Show everyone that you are a genius of business communication

Business Centre  
Summit Events

25 SEPTEMBER

Andy Szekely  
Romania



## AMCHAM MEMBERS

### Training:

The open training „**Convince anyone in business**” is for all persons involved in the service sector and those who have the opportunity to communicate directly with their customers. The one day training will include a number of practical techniques of persuasion, exclusion of skepticism from customer decision to buy, build long term relationships and create psychological profile of customers for marketing campaigns and direct sales.

### Trainer:

Andy Szekely is a trainer, speaker, coach and author. He has over 12 years of experience in adult education. He studied intensively in the U.S., England, Austria and Canada, with over 40 leading trainers, psychology applied in business and personal development. Andy is the author of the books „NLP Calea Succesului”, „Ghidul Credibilității Profesionale” and „Ghidul realizării scopurilor”, as well as 17 audiobook CD on educational topics. He wrote hundreds of articles for personal and professional development that are read by over 18,000 people. He created and developed the first personal and professional development camps in Romania (BootCamp), which benefits over 200 participants annually from. As an external consultant Andy held trainings at the biggest companies in Romania such as IBM, Coca Cola, Dacia or Avon.

### Program:

- 6 basic principles of influencing individuals and groups
- motivational triggers - tools of linguistic persuasion
- Psychology of skepticism
- Instant credibility tactics

### Target group:

- Top managers
- Sales managers
- Entrepreneurs



We live in a time when competition increases from day to day. Existing companies compete for any kind of competitive advantage, and those new create new ways of doing business. There are no barriers for starting a business; resources are available to each at any time and any type. In this context the only resource that can not be copied and that makes the difference is our mind and the minds of our corporate staff. For this reason we invite you to invest with EVENDA in acquiring knowledge and skills to have realizations in your business.

EVENDA is the only company specialized in organizing trainings (trainings, seminars, conferences) for the business environment in the Republic of Moldova. EVENDA chooses important topics to succeed in the company and to provide a route of business development in which you are involved.

Thank you and invite you to attend the open training with Andy Szekely.

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## Results

- You can design a strategic marketing campaign
- You can keep out from your handling made on by those who use persuasion principles
- You can detect in real time the style in which the speaker motivates themselves
- You learn 5 very specific and practical strategies to deliver the message to skeptics
- You learn 10 strategies of instant credibility applicable in any type of sale.
- You gain quick confidence and build a strong personal brand.

## Number of participants:

Maximum 30 seats.

## Communication language:

Romanian

## Date / Time:

September 25, 2010  
10:00 – 18:00

## Location:

Business Center – Summit Events  
49/3 Tighina, Chisinau

## Investment\*

Until September 15 180 Euros\*\*

Period September 15 / September 23– 200 Euro\*\*

\* The investment includes: Course Support, participation certificate, two coffee breaks and lunch.

\*\* When 2 tickets are bought, the 3rd is free.

## Banking details:

SC "EVENDA Grup" SRL  
Tax Code: 1010600009618  
Bank: VICTORIABANK, br.11  
Code: VICBMD2X883  
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