



The MATTRIX Method, June 2010

MATTRIX

Persuasive Presentations

"It's Not What You Know or What You Say That Counts ...
It's What People REMEMBER You Said and How You Made Them FEEL!"™

If you want to win the high jump competition, find one person who can jump seven feet high, not seven people who can jump one foot high! - Unknown

The MATTRIX Method – Universal Triggers of Influence™

How many BORING sales presentations have you experienced in your lifetime? If you are like most people, the answer is "way too many"! How many upper level executives don't know the difference between persuasion, motivation, or coercion? **SAME ANSWER ... WAY TOO MANY!**

Despite the hundreds of millions of dollars spent on slick marketing campaigns, sales training courses, and so-called "leadership development" seminars, most people still don't understand the incredible secrets (and power) of influence triggers and persuasion techniques. In a rush to create cross-functional teams, social networks, blogs, and intercompany partnerships, those who master the art of persuasion exert far greater influence than formal power structures.

Every day we face the challenge of getting others to do what we want. To accomplish this, the single most important skill-set we can develop involves "influence and persuasion triggers" that enhance our ability to influence others. When used properly, these triggers increase the chances of people saying "YES" to our requests.

Social psychologists have started to unravel a set of universal laws based on influence. They've discovered how subliminal triggers of influence operate on us and why these triggers cause us to feel or react in very predictable ways. The Science of Influence is virtually brand new, and what we have learned within the last 10 years is simply amazing. In fact, some of the newest findings actually fly in the face of conventional wisdom for sales, marketing, networking, and even traditional leadership techniques.

"Your Success Depends On Creating UNFORGETTABLE First Impressions ... And by Influencing Those Around You!"

Influence has become a full-fledged science, whereas persuasive presentation skills are still more of an art. Yet, as long as we understand WHICH subliminal triggers to use (and when to use them), we can

incorporate one or more of these triggers into our sales presentations and management practices. Doing so dramatically increases the opportunity for us to hear the magic word "YES" and to gain compliance to our requests.

\$10,000 Tip: The Following Info Has NEVER Been Taught In School (even at BA or MBA levels)

Here's something you've *never* learned in business classes or sales seminars ... a new *compliance trigger* (and a proven influence practice) that allows you to "take" your clients out into the future, allowing them to imagine what it might be like to use your product or service. But here's the amazing part; **regardless of whether this is a positive or negative thought process**, the client is **MORE** likely to buy from you! (Oh, by the way, this also is a very effective tool for upper-level management, for mediation and dispute resolution, and even for personal relationships.)

Often counter-intuitive, **The 10 Universal Triggers of Influence™** will help steer you away from common pitfalls while empowering you with little known (but cutting-edge) leadership tools and sales/marketing strategies. One additional benefit of understanding these triggers; this knowledge will help prevent subliminal influence triggers from being used on you!

Whether you are in advertising, sales, marketing, management, or just curious about how to become more influential in everyday life, **The MATTRIX Method** shows how making small, scientifically proven changes to your presentation style can have a dramatic effect on your powers of influence, motivation, and persuasion ... and on hearing the word "YES" more often.

In my next newsletter, I will begin to list the **10 Universal Triggers of Influence™** and include a brief explanation of how each trigger can be used. Feel free to forward this newsletter to anyone you think might benefit from the information. If you are not already on my newsletter

mailing list, you can sign up by going to my [Contact Us](#) page.

Some of clients have already seen their sales closure rates increase to over 85%, while experiencing a significant increase in revenue ... all from using influence

triggers and Story-Selling techniques. Maybe it is time you experienced the same level of success?

Thank you for visiting my website and for reading this newsletter - I know your time is valuable and I hope you find the information useful and interesting. Your comments are always welcome!

Always speak well of your enemies; remember, you are the one who made them. - Unknown

Matt Rix is one of America's leading authorities on the science of influence and motivation combined with the art of persuasive presentation techniques. Through his highly acclaimed speaking, training, and corporate consulting programs, he has helped thousands of clients whose careers depend on their powers of influence, motivation, and persuasion.

If you have an upcoming event or know of a business associate looking for a motivating and entertaining professional speaker, communications coach, and persuasive presentation expert, please calls our office for available dates. Matt specializes in keynotes, workshops, breakout sessions, sales/marketing training, and leadership communications development. Call us at (505) 470-7307 or email Matt at mattrix@mattrix.com.

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