

# Influence and Persuasion Masterclass

**Max Kaan and Jacques de Villiers**

**Cape Town and Johannesburg**

**Cape Town**            16 February 2017  
The Ritz Hotel, Sea Point  
09h00 - 12h30

**Johannesburg**        22 February 2017  
Hackle Brooke Conference Centre, Craighall Park  
09h00 - 12h30

**Investment:** 997 per person

(If 3 or more delegates from the same company attend, a 10% discount applies on the full fee)

Breakfast and lunch included

*Breakfast will be served from 07h45 until 08h45. A buffet lunch will be served after the masterclass at 12h30.*

**In the masterclass you'll discover some of the fiercest and most effective, scientifically-validated influence and persuasion techniques on the planet right now.**

## **You will learn:**

- How to build instant rapport (you have 30 seconds to set the hook)
- Language patterns that get your prospects nodding their heads in agreement
- How to get people to like and trust you quickly
- How to shorten your sales cycle
- 3 of the most effective closing strategies to up your deal size
- How to sell more in the same deal
- How to tap into the way your prospect likes to buy
- Universal persuasion words that top influencers, copywriters and admen use to get prospects to buy
- How to position your pitch for maximum impact

**You'll walk away with some really powerful and easily implementable influence and persuasion strategies at the end of the masterclass.**

## Details

**Cape Town** - 16 February 2017 (The Ritz Hotel, Seapoint)

**Johannesburg** - 22 February 2017 (Hackle Brooke Conference Centre, Craighall Park)

09h00 - 12h30

997 per delegate (send 3 or more delegates and a 10% discount applies to your entire fee)

## Programme

07h45 - 08h45: Breakfast and Registration

09h00 - 09h15: Welcome and delegate introductions

09h15 - 10h30: 1st Presenter - Jacques de Villiers

10h30 - 10h55: Coffee/Tea break and networking

11h00 - 12h25: 2nd Presenter - Max Kaan

12h30: Close and lunch

 [Book now for Cape Town on 16 February](#)

 [Book now for Johannesburg on 22 February](#)

## Your Presenters



**Jacques de Villiers** is not your typical "sales improvement" specialist who has knowledge a mile wide but only an inch deep. He is deeply vested in the science and the art of selling as well as what makes humans excellent.

He has lead 6 sales teams and conducted more than 200 sales improvement interventions since branching out on his own in 1998. He has been asked to speak at conferences overseas on the area of sales improvement, Teheran, Iran and Milan, Italy come to mind. He has ghostwritten 6 books for other authors and 4 for his own account



Internationally acclaimed hypnotist, author and professional speaker **Max Kaan** has built a remarkable track record spanning two decades, many countries and over 3,000 stage show presentations. He has been invited to speak on a number of the platforms and stages worldwide.

Max has more than 20 years' worth of client feedback from around the world that says that he truly is a global entertainer, professional speaker and workshop presenter.

Contact the Jacques de Villiers Group for more information on Tel: 082 906 3693, or send an email to [jacques@jacquesdevilliers.com](mailto:jacques@jacquesdevilliers.com)