

# Mark Jeffries - Keynote



## “The Art of Business Influence” *Selling without Selling*

Author, Speaker and Former Merrill Lynch stockbroker, Mark Jeffries, has become a trusted adviser and communications consultant to some of the world's largest and most successful corporations, agencies and partnerships.

Dividing his time mostly between The United States, Canada and Europe, Mark is invited to deliver his highly effective keynotes on ‘Communication’ to audiences across many industries.

**Audience evaluations are always very high - including a recent and “very rare” “Perfect 5” at Gartner’s 2012 MDM Summit in London!**

He has also mastered a key niche – moderating major corporate events. Mark has become the go-to person for facilitating, moderating and ‘MC-ing’ multinational events for major organizations around the world.

Keynote audiences include CEOs, MDs, partners, sales teams, full staff & IT developers, from clients across diverse industries and organizations including:

Ernst & Young, Gartner, IBM, Software AG, PWC, Microsoft, SAS, Royal Bank of Canada, United States Congress, Astra Zeneca, Deltek, HP, Johnson & Johnson and more.

Discussing the power of ‘Strategic Communication’ and ‘Soft Skills’, Mark appears regularly as an expert guest on NBC’s Today Show, Fox Business, CNBC, and BBC News.

## What the Audience gets...

Whether it’s leveraging your network, planting psychological ‘seeds’ growing your connections, creating influence or negotiating deals - Mark Jeffries has a toolbox of innovative, instantly useable and very entertaining methods and techniques to help increase the success of any audience member.

Based on ideas revealed in Mark’s two books **“What’s up with your Handshake?”** & **“The Art of Business Seduction”** all of the concepts presented in the keynote will motivate, inspire and help tilt the scales towards your business goals.

**Subjects covered in this practical, invaluable and entertaining presentation include:**

- How to influence others
- The L-WAR. Listen, Watch, Anticipate & React
- Networking 2.0 - the new ‘connection’ rules
- How to plant the seed of an idea
- The Jealousy effect
- Reading other people
- Techniquette—the etiquette of technology
- Language – the power of words
- How to alter the way others perceive you
- The 3 Cs of Powerful Communication



[www.markjeffries.com](http://www.markjeffries.com)