

The 7 TRIGGERS to yes

THE NEW SCIENCE OF SUCCESS



Reviews & Testimonials

Over 95% of participants rate ProEd courses “superior to other programs.”

Praise for The 7 Triggers to Yes

Little did Dale Carnegie know that winning friends and influencing people was a science.

Bruce Rozenhart
Book of the Month, Counterpoint Communications

A fascinating window into how we really influence others' decisions and behaviors. Armed with this new scientific knowledge anyone can become a more effective leader and manager by efficiently producing results through others.

Donald F. Donahue, President
National Securities Clearing Corporation

This is an excellent, realistic approach to persuasion - to getting to 'yes.' I will put this on the required reading list for my MBA Leadership class.

Richard Gerson, Ph.D, CPT, CMC
MBA Leadership Professor, University of South Florida

Implementation these days is the bane of many a management team. Your frameworks make those implementations 100% effective and in a short range of time, with total buy-in from everyone.

Shailesh Mor, Director Ocean Services Expeditors
Global Logistics and Supply Chain Management

Business Briefings



I have read thousands of business books, and I've summarized about 500 of them. In my opinion, “The 7 Triggers to Yes” is one of the 10 best books published in the past 10 years. It distills the latest research on brain imaging into practical, easy-to-apply advice for influencing people by understanding their emotional triggers.

A fascinating, step-by-step guide to success in the 21st century, “The 7 Triggers to Yes” belongs on the reading list of every executive.

Richard Lalich
Sr. VP/Executive Editor

ProEd partnerships with Fortune 500 companies have consistently produced outstanding results.

"It's apparent that there's a lot of synergy between the University of Sales Excellence team and yours - it's working! Your concept of combining Core Skills with sales skills makes a lot of sense. I'm glad we found a company to put them together for us in one training package."

**Morley Winograd, President
AT&T University of Sales Excellence**

"We have been doing business with ProEd for the better part of ten years. Their ability to produce top-quality, successful training programs is well known to Prudential, and our joint ventures in this area have yielded outstanding results."

**Richard Goff, VP, Marketing Services
Prudential Insurance Company**

"The people at ProEd have a strong sense of commitment as well as the skill and the talent to consistently meet goals. As our key training resource, ProEd helped us reach our sales, marketing, and productivity goals. Their work is superb."

**Robert Miller, Frmr President and CEO
Charles of the Ritz Group, Ltd.**

"I was amazed at how devoted the ProEd staff was for this project - it wasn't just another job. The frosting on the cake was when the division managers came back and said, 'This is a great program.' This will pay rewards in more ways than sales."

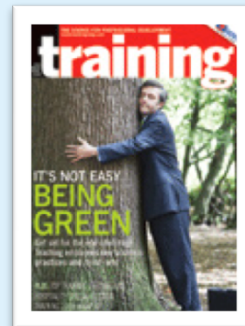
**James Colbert, Senior Vice President
Liberty Mutual Insurance**

"The 7 Triggers to Yes" is a great book. It's not the same old information repackaged.

"The 7 Triggers to Yes" by Russell H. Granger

240 pages, \$24.95

Review by Melissa F. Thompson for Training Magazine



Successful people are those who effectively get the job done. These people influence others to agree or comply not through force or negotiations, but by using the skill of persuasion. Persuading people to willingly follow your directions or act on your behalf is the only way to get full agreement and desired results. The problem is that many people don't know how to effectively persuade others. They think that influencing people with logic will work.

"7 Triggers to Yes," by Russell Granger, is the first book to detail the scientific evidence that demonstrates a new understanding of the role the brain and emotions play in conscious evaluations. Granger describes seven emotional triggers you should identify to help others quickly reach a shared conclusion. He describes how to activate these triggers and persuade without force or negotiations.

You can apply this information not only to your job but also in your personal life, so you will forge constructive relationships, be a better leader, and create organizational change—all of which will lead to a more influential and successful life.

"By applying the principles and system Granger provides, businesses and organizations can run more effectively and more efficiently."

Michael J. Iandolo, President and General Manager, Lucent Technologies Mobility Solutions