



Office Dynamics
5575 South Durango Drive, Suite 106
Las Vegas, Nevada 89113
800-STAR-139 or 702-360-4904

Principles of Persuasion

Outline what you hope to accomplish by attending the conference.

Consider your executive's viewpoint and know which key selling points will be important.

Show the long-term payoff. Executives often think about the number of days you will be out of the office. Help your executive see that you will be gaining skills and knowledge for the long-term.

Gauge your executive's communication style. Does your executive prefer short and to the point or does your executive like details?

List the specific topics that will be covered and how they relate into your work.

Tie key learning points of the conference to your professional development plans.

If you receive a "no", consider asking how you might make this a better investment for your company.

Emphasize the benefits of networking and learning from others in the profession from a variety of industries.

Negotiate. Ask your executive to cover the cost of the registration and hotel and you will pay your flight or mileage. Be creative!

Last but not least, I have created a video for you to share with your executive. [Click here for video](#)

Assistants tell me they can't attend our programs because of budget cuts. Sometimes it really is a budget issue. Other times, it's just lack of showing the executive the ROI. Have the courage to go after what you want. That in itself is a learning experience.

Check out our [tips on how you maximize your attendance](#) before, during and after the event.

We would love to meet you at our 25th Annual Conference!

A handwritten signature in black ink that reads "Joan Burge". The signature is fluid and cursive, with a long horizontal flourish extending to the right.