

A Sample Introduction Melinda Marcus

Ever wish **you** had more **influence with people**? How would it make your **job easier** if they **instantly liked you and trusted you**? Now, imagine what an **advantage** it would be if you knew what **they were thinking, feeling or intending to do** by **reading their body language and speech patterns**.

That's exactly why executives from places like **Oppenheimer, Texas Instruments, PricewaterhouseCoopers and even 2 NFL teams** have chosen today's speaker for her expertise in the **Science of Influence**. She consults with **executives and organizations globally** on how to influence decisions **before** you lose big opportunities. As a result, her clients have become more effective presenters, won major decisions from their boards as well as **attracted new business** totaling more than **\$275 Million Dollars**.

Before starting her own firm, she was a **Creative Director at The Richards Group**, a national branding agency. Her work has earned more than **100 awards for excellence internationally**. She earned her B.A. **with honors in Psychology** from **Northwestern University** and a **Masters in Communications from SMU**. Her **original research on first impressions** is **published** in the "**Journal of Applied Social Psychology**."

She is a TED Talk speaker and lectures at top-tier business schools and global conferences on The Science of Influence.

Today, she's going to share **scientifically proven strategies** you can use to ethically influence decisions...whether you are dealing with people inside or outside your company.

Please join me in welcoming **Influence Expert Melinda Marcus**.