

# Psychological insights to support marketing and selling

Beginners/  
Intermediate level

Psychology can help us understand ourselves and our fee-earners better. Behavioural economics and neuromarketing are relatively new sciences designed to aid comprehension of client decision making processes. This full day interactive session covers over 50 psychological and neuroscience insights to assist marketers and business developers in professional service firms to be more effective – whether that is when working with each other in teams, with fee-earners or with clients. The workshop qualifies for 3.5 hours CPD.

## Topics covered

Why choose PM  
Forum training?  
See overleaf...

### Introduction

Psychology, neuroscience and neuromarketing in business

### Working on ourselves

#### *Understanding differences*

- Personality and psychometrics
- Communication, cognitive and relationship styles

#### *Empathy and emotional intelligence*

- Assessing and developing emotional intelligence
- Rapport, trust and Non Verbal Communication (NVC)
- Managing emotions, contagion and relationships

#### *Assertiveness and confidence*

- Communication skills
- Assertiveness vs aggression, confidence and authenticity

#### *Creativity and problem solving*

- Understanding creativity
- Problem solving and critical thinking techniques

#### *Stress and resilience*

- Social anxiety and social pain
- Recognising and managing stress, building resilience

### Working with others

#### *Working with teams and groups*

- Team styles and group dynamics
- Leadership skills – appreciation and motivation

#### *Learning and development*

- How people learn - Memory and decision making
- Providing and receiving feedback – coaching skills

#### *Perception and persuasion*

- Labelling and reframing
- Influencing and persuasion – psychology of selling

#### *Conflict resolution*

- Preventing, managing and resolving conflict
- Dealing with difficult behaviour (e.g. bullies and blockers)
- NLP and TA insights

#### *Changing behaviour*

- Attitudes, cognitive dissonance and comfort zones
- Change management insights

## Tuesday 10 October 2017

This full-day workshop takes place from 10.00 to 17.00 and includes lunch, morning and afternoon refreshments.

**To facilitate interaction, workshops are restricted to 18 attendees – maximum of four per firm**

## Trainer



**Kim Tasso** has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for PM magazine.

Further information at [www.kimtasso.com](http://www.kimtasso.com).

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)

## Why PM Forum training?

Courses are designed and delivered by **qualified and experienced professionals** who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in **Continuing Professional Development (CPD)**
- Dialogue can continue after training through members-only LinkedIn communities
- Only PM Forum members can attend events

## Venue

tbc,  
Central London

## Fees

|                          |            |
|--------------------------|------------|
| First attendee           | £365 + VAT |
| Second attendee          | £355 + VAT |
| All subsequent attendees | £345 + VAT |

**Maximum of four attendees from the same firm.** Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes: **tea/coffee in morning and afternoon • lunch • handout of workshop material**

## Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Psychological insights to support marketing and selling – 10 October

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|----------------|--------------------|----------------|
| Name .....     | Name .....         | Name .....     |
| Position ..... | Position .....     | Position ..... |
| Firm .....     | Type of firm ..... |                |
| Address .....  |                    |                |
|                |                    | Postcode ..... |
| Tel .....      | E-mail .....       |                |

Please enclose a cheque made payable to *Practice Management International LLP*  
**or** pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

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|------------------------|--------------------------------|
| Cardholder name: ..... | Amount: £ .....                |
|                        | Security                       |
| Card number: .....     | Expiry date: ..... code: ..... |

Signed ..... Date .....

*Confirmation of booking will be sent by return along with a VAT receipt*

Please return this form to: **PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**  
**Tel: 020 7786 9786 training@pmint.co.uk www.pmforum.co.uk**