

Customized for
Armed Forces and
Law Enforcement
Recruiting
Commands

ETHICAL INFLUENCE



How to recruit without the “Hard Sell” by using influence strategies ethically to achieve “win-win” results

This workshop will help recruiters become better negotiators. Using practical, real examples in an entertaining way Ingvar motivates people to go out and try out what they learned.

Through knowledge of basic psychological influence principles and subtle personality differences, recruiters will learn how to leverage the vast stores of internal decision triggers that most people possess. As a result, recruiters will gain the confidence of the prospective recruit faster.

**I think your insights will be one our secret weapons now, an added
tool in our toolbox to help keep the Navy strong!**

Rick Torres

NCCS(SS)

NRD Seattle Senior Trainer /ACR

**This common sense approach matches well with our style
of sales in this ethical world of recruiting American youth today.
Our recruiters learned valuable insight which will assist them greatly in their challenge.**

D.M. Leingang

Commander, U.S. Navy

Participants will learn:

- **6 proven Social Influence factors that affects how we decide**
- **4 subtle personality distinctions – and how to change your approach accordingly**
- **The difference between compliance and cooperation/commitment**
- **Why people decide emotionally and justify their decision with logic
- and what to do about it**
- **How to create intense interest**
- **How to build a long term relationship**

This is a practical, 2 hour - no hype, just-the-facts session based on years of research and personal experiences. Successes and failures, lots of failures. Ingvar has tried it all. You will learn what works and what doesn't work when dealing with people.

COST: \$45 per person in Washington/British Columbia. Outside this area the cost is \$45 per person plus reasonable travel expenses. Minimum 35 participants per seminar.



Your workshop leader is Ingvar Grimsmo. Ingvar has over 32 years experience in business. He has worked in senior marketing/sales positions for companies such as NCR, Wang and 3M. For the past 15 years, Ingvar has been a consultant to businesses and government organizations. He is an active member of the U.S. Navy League.

“Ingvar is a dynamic and entertaining speaker. Seminar attendees particularly enjoy the interaction he is known to create between participants”

WORKSHOP COMMENTS

- Ingvar is a very authentic person. I liked the interaction with participants.
- I want to know more. It was interesting from beginning to end.
- Ingvar was honest, believable, realistic. He provided real information, no hype.
- I liked the simple, day to day examples used to convey the material.
- Ingvar is dynamic, interesting and shows a depth and breadth of knowledge.
- He brings a lot of experience to the subject.
- Very informative, inspiring, motivating.
- A lot of information in a short amount of time.
- Quality information I can take away and use immediately.
- Ingvar's enthusiasm toward the subject made me pay attention.
- Great information, I liked the informal presentation.
- Interesting perspective on the way people think.

“Very open and relaxed. I felt welcome and enjoyed the informal setting.”

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