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## Total Career Success

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**March 01st 2010: Dr. Robert Cialdini, NYT Bestselling Author,  
on Proven Ways to Be Persuasive for Greater Success**

Dr. Robert Cialdini, NYT bestselling author of Influence: Science and Practice and Yes, 50 Scientifically Proven Ways to be Persuasive, will share six fundamental principles of influence based on years of research: Reciprocity – Give to receive; Scarcity – Position the product or service as unique and therefore in short supply; Authority – Be the expert; Consistency – Be consistent with the values/goals of the person to be influenced; Consensus – Demonstrate agreement as through references; Liking – Identify similarities with the person to be persuaded. These approaches can dramatically impro

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## Featured Guest

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### Robert Cialdini

Dr. Robert Cialdini, NYT bestselling author of Influence: Science and Practice and Yes, 50 Scientifically Proven Ways to be Persuasive, will share six fundamental principles of influence based on years of research: Reciprocity – Give first; Scarcity – Promote the unique aspects of your product or service; Authority – Be clear about your expertise; Consistency – Find the values/goals of the person to be influenced and make your request consistent with them; Consensus – Demonstrate that similar others are moving in the same direction; Liking – Identify similarities with the person to be persuaded and bring them to the surface. These approaches can dramatically improve the ability to influence

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