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### Communication Nation with Jill Schiefelbein Archives Available July 02nd 2013: Communication and Influence

The ability to influence people is key to business success and personal happiness. But using influence ethically isn't always done. Our guest today, Brian Ahearn, is a master of using influence and persuasion in ethical ways. He is one of less than three dozen Cialdini Method Certified Trainers throughout the world, and brings the science of influence to life through hands-on training sessions. In this episode we are going to discuss the role that influence plays in our daily business lives. We'll discuss how to use influence not only effectively, but ethically as well, in a way that creat

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### Featured Guest



#### Brian Ahearn

Brian Ahearn, is a Senior Sales Consultant who specializes in applying influence and persuasion in everyday situations. He is one of only 20 individuals in the world who currently holds the Cialdini Method Certified Trainer® designation. This specialization in the psychology of persuasion was earned directly from Robert B. Cialdini, Ph.D. – the most cited living social psychologist in the world when it comes to the science of ethical persuasion. Brian provides persuasion training targeted at sales and customer service improvements. A cum laude graduate of Miami University, Brian has been in the insurance industry for nearly 30 years and a part of the State Auto Insurance Group since 19

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