



Jolles Associates, Inc.

Speaker's Package

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Live Speaking Clip:

www.youtube.com/watch?v=e3oKLD5kYVY&list=PL50AA4132A766F7C6&index=13

To sign up for Rob's weekly "Pocket Sized Pep Talks" Podcasts:

<https://podcasts.apple.com/us/podcast/pocket-sized-pep-talks/id1497772972>

Part blog, part article, Rob's BLArticle® To sign up for Rob's twice a month BLArticles®: www.jolles.com/blarticle

Introducing Rob Jolles...

A five-time Bestselling author, Rob Jolles has spent over forty years teaching, entertaining, and inspiring audiences worldwide.

His keynotes and workshops have allowed him to amass a client list that reads like a who's who of Fortune 500 companies, including Toyota, Disney, Northrop Grumman, NASA, a dozen Universities, and more than 50 financial institutions.

His books have been featured in USA Today, Harvard Business Review, Publisher's Weekly, have spent over 100 weeks on the national Business Bestseller list and have been translated into over a dozen languages.

Ladies & Gentlemen, please welcome Rob Jolles.

Headshots





Book Press Releases

"How to Change Minds coaches' readers on the fine point of ethical persuasion. If you want to change minds the right way, reading this book is the right thing to do."

- KEN BLANCHARD, coauthor of *The One Minute Manager* and *Trust Works!*

How to Change Minds

The Art of Influence without Manipulation

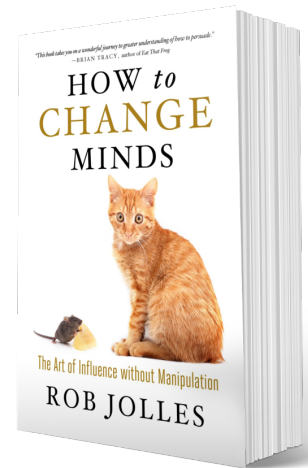
Who doesn't need to influence people? And who wouldn't want to get better at it? Odds are next to no one. Whether at work or in life, on issues big or small, people seek to change minds as a matter of course. What's more, the vast majority (you included, surely) has good intentions, and genuinely wants to influence, not manipulate.

But what's the difference between influence and manipulation? How can you actually distinguish them? And how, in the real, increasingly gray world, can you know for sure you're not crossing a line? Rob Jolles, a global expert on influence and persuasion, has devoted his life's work to the answers. He illuminates his work with original research—his ongoing study, spanning three decades and four continents, on how people make choices and decisions when changing, or perhaps not changing, their minds.

Influence without manipulation, says Jolles, isn't a pitch—it's a *process*. And Jolles' process comes with a promise: It is "repeatable, predictable, and measurable." It is also simple, capable of being adapted by anyone, any time, to any situation.

In his new book, *How to Change Minds: The Art of Influence without Manipulation* (Berrett-Koehler, 2013), Jolles uses hundreds of personal stories—some humorous, all heartfelt—to show exactly how to create positive change with others. Step by step, he teaches how to establish trust, create urgency, gain commitment, initiate action, overcome objections, and more. Now available in:

- Paperback - Available in all stores, and currently translated in five languages
- eBook - Available in Kindle and iTunes editions
- Enhanced eBook - With ten videos including role-plays totaling 25 minutes
- Audio Book - Narrated by Rob Jolles and available at iTunes, and Audible.com



About the Author:



A sought-after speaker and best-selling author, Rob Jolles teaches, entertains, and inspires audiences worldwide drawing on 40 years of experience to teach people *how to change minds*. His live programs are in global demand, reaching groups of all types in North America, Europe, Africa, and the Far East. And in showing participants not just "how to" but also "why to," he stirs individuals and organizations to create real, lasting change. He lives in Chevy Chase, Maryland.

“Want to be believed? It’s not the words; it’s the tune.”

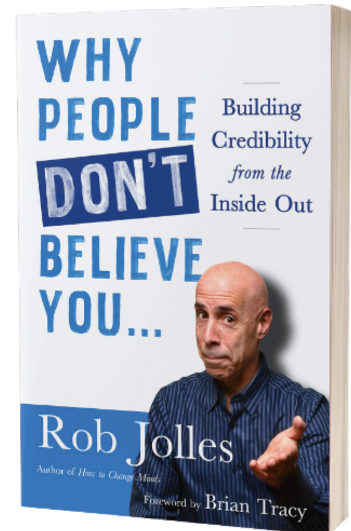
Why People *Don't* Believe You

Building Credibility From The Inside Out

For some, projecting confidence and credibility is second nature. For others, it seems like a foreign language they’ll never learn – until now. Rob Jolles delivers the solutions for anyone looking to enhance the most basic need of all; to be believed.

The fact is a substantial percentage of the emotional impact that is felt by others we communicate with is significantly affected by more than just the words we use. Through a series of process behaviors, by addressing our internal struggles to believe in ourselves, we open the door to learn how to get others to believe in us as well.

“It’s not the words that often betray us but rather the spaces between them.”



Jolles says that credibility is as much about attitude as it is about aptitude. Soft-skills like pitch, pace, and tone are some of the most crucial factors in gauging how people perceive us. *Why People Don't Believe You...* will help you cultivate the right mentality and a set of “performance skills” to convince others of your talents. You *are* good enough – and after reading this book, you’ll be ready to make the world believe it too.

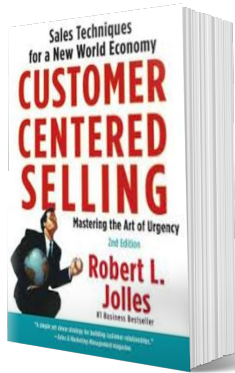
Drawing from over 30 years’ experience in teaching influence and persuasion, Jolles equips readers with down-to-earth solutions and practical tools to achieve success including:

- Why so-called “soft skills” have a massive PR problem
- Why “it's not the words, it's the tune” that makes us believable and memorable
- How pitch, pace and tone can make or break how people perceive us
- Why working well with others starts with an unshakable belief in ourselves
- Why imperfection is relatable, but “knowing too much” is anything but
- How to sustain your newfound credibility for the long haul

About the Author:



Rob Jolles is a sought-after speaker who teaches, entertains and inspires audiences worldwide. His live programs in and around the world have enabled him to amass a client list of Fortune 500 companies, including Toyota, Disney, GE, a dozen universities, and over 50 financial institutions. He is the best-selling author of six books, including his latest, *Why People Don't Believe You...Building Credibility from the Inside Out*. To learn more, visit Jolles.com.



*** Revised and Updated ***

Sales Techniques for a New World Economy

CUSTOMER CENTERED SELLING

Mastering the Art of Urgency

By Robert L. Jolles

In these times of economic uncertainty, customers are tightening their purse strings, driving down overall consumer spending. Salespeople are now forced to do a better job of asking the right questions, listening, and responding to their customer's needs – **CUSTOMER CENTERED SELLING: *Sales Techniques for a New World Economy—Mastering the Art of Urgency*** (Simon & Schuster; \$16.00; paperback) by Robert L. Jolles, is the essential guide to perfecting such techniques.

The second edition of this bestselling book features the time-tested and highly-respected training process, now complete with new illustrations, examples and interactive activities. Sales and training expert Robert L. Jolles was instrumental in creating, delivering and managing Xerox Corporation's highly-touted customer sales training program as the most tenured sales trainer in the company's history. Jolles' methods have been used by a wide array of Fortune 500 companies including Bank of America, Toyota, Nortel, and even by NASA.

CUSTOMER CENTERED SELLING explores Jolles' systematic approach in preparing salespeople to focus on the needs and habits of the customer rather than the product. The customer moves through an eight-stage "decision cycle" leading the salesperson to follow with his or her own "selling cycle". The key to the method is to anticipate the customer's decision process and to implement the role-reversing concept of planting an idea into the mind of the customer making the customer believe he or she thought of it first. Jolles' method reverses the conventional needs based selling process and makes it adaptable and tailored to the customer, creating urgency and the customer through their fear of change.

Jolles argues that customers don't make decisions based on needs; they make decisions based on problems. This reverses the conventional approach of seeking customer needs, and replaces it with a repeatable, predictable problem-solving process that moves customers through critical decision points, in a consultative manner. The psychology of how we buy is the basis for Customer Centered Selling. Jolles' provides examples and interactive exercises within each stage of the cycle give insight into these predictable processes – whether these decisions involve tangible or intangible solutions.

About the Author: A sought-after speaker and best-selling author, Rob Jolles teaches, entertains, and inspires audiences worldwide drawing on 40 years of experience to teach people *how to change minds of others*. His live programs are in global demand, reaching groups of all types in North America, Europe, Africa, and the Far East. And in showing participants not just "how to" but also "why to," he stirs individuals and organizations to create real, lasting change. He lives in Chevy Chase, Maryland.



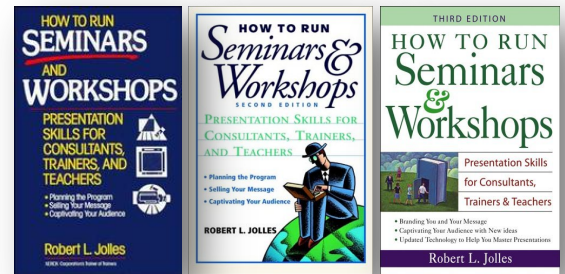
For Immediate Release:

Business Week hailed Xerox Corporation's renowned sales force as "the world's best trained." Now it's highly successful, corporate training skills program is presented by the man who pioneered it, and trained every Xerox instructor for close to a decade. Here is one book no trainer or speaker should be without. Now over 30 years on the shelves, and in its 4th Edition...

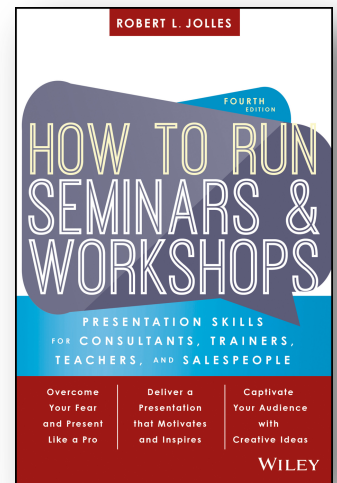
How To Run Seminars & Workshops

Presentation Skills For Consultants, Trainers, And Teachers

Robert L. Jolles



Robert Jolles's *How To Run Seminars And Workshops 4th Edition* (John Wiley & Sons), is a true training treasure. This thoroughly revised edition of the best-selling skill-building consultant guide is *another* revision of its successful predecessors-which have now sold over 100,000 copies since this book was first published in 1993. *How to Run Seminars & Workshops* has been completely revised throughout and is an essential resource for the ever-expanding public speaking and consultant market and one of the most read, and respected training books ever written on the art of presenting. Written by one of the country's finest stand-up trainers, *How to Run Seminars & Workshops* is an essential resource for the ever-expanding public speaking and consultant market.



About the Author:

Robert L. Jolles is President of Jolles Associates, Inc., an independent training consulting firm. Hired to revamp, revitalize, and manage Xerox's famed "Train-The-Trainer" program, Jolles personally trained all Xerox trainers and customers over a five-year period, during which the number of enrollees from both inside and outside the company increased by 1000%. With over 40 years of stand-up delivery, his Best Selling books have been translated into over a dozen languages, his programs teach you the lessons taught by Xerox to their sales force and customers. He lives in Chevy Chase, Maryland.



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Client List

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Full Bio

Jolles Associates, Inc. Client List

ABN & AMRO
Aetna Insurance Company
A.G. Edwards
AIM Funds
American Express
American General Securities
American Polygraph Assoc.
American University
AmeriStar Investments
Arvest, Inc.
AT & T
B.B. & T. Investment Services
Baan Corporation
Baltimore County Police
Bank of America
Bank of Oklahoma
Bank South Investment Service
Bankmark
BankOne
Barnett Bank
Black & Decker
Brenton Brokerage Services
British Aerospace
Brownell Travel
Brookhaven Laboratories
Cabela's
California Federal Bank
CCB Investor Services
Chemical Investment Services
Chubb Securities
CIMB Bank Malaysia
Citicorp
Columbia Management Group
Comet Industries
Compass Banks
Dean Witter
DOOR Training & Consulting
Edentec
Edison Plastics Company
Edward Jones
Elan Investments
Equitable
Essex Corporation
Fidelity Investments
Financial Network Investment
First Chicago Bank
First Citizens Investor Services
First Union Bank
FMC Corporation

General Electric
Genosys Biotechnologies, Inc.
Genworth Financial
George Mason University
George Washington University
Glenfed Brokerage Service
Goldman Sachs
Granite Rock
Gruntle
Guaranty Bank
Harvard University
H.D. Vest Financial Services
Hibernia
Huntington Investment Co
Hy-Vee Corporation
IKON Office Solutions, Inc.
InterContinental Hotels Group
Invesco
Investment Centers of America
Janus Henderson
Jobson Marketing
KCH Services, Inc.
Kinkos Copy Centers
Kirkpatrick / Pettis
L-3 Communications
Lederle Laboratories
Legg Mason
Liberty Funds
MACRO Consulting Group
Mallinckrodt, Inc.
Mark Twain Brokerage
Marcus Evans
Marketing One Securities, Inc.
Marymount University
Mercantile Bank
Merrill Lynch
Michigan Bell
Michigan State Police
Microsoft
Montgomery County Bar
Morgan Stanley
Motorola
Murphey Favre Inc.
Mutual Service Corporation
NASA
NASDAQ
Nations Bank
Nations Funds
Natus Medical



Network Software Associates
Nortel Network
Northrop Grumman
Norwest
Novamatrix Medical
Park City Group
Paul Revere Insurance Group
Puritan Bennett
Quick & Reilly
Ralston Purina
Raymond James
RiverSource Investments
Roney & Co.
San Diego Business Journal
Sanwa Bank
Smith Barney
SouthTrust Securities, Inc.
Spaulding & Slye, Real Estate
State Street Global Advisors
Sun America Securities, Inc.
Sun Financial Group
Sun Trust Bank
Synovus Securities, Inc.
TIAA
TDS Telecom
Total Gas Corporation
Toyota
Union Bank Investment
United Motor Coach Assoc.
University of Houston
U.S. Chamber of Commerce
U.S. Endoscopy
USF & G
Valpak Direct Marketing
Van Kampen Funds
Waddell & Reed
Walt Disney Corporation
Wells Fargo
Xerox Canada, Egypt, Mexico & US
Zions Investment Services

Rob Jolles

Sales and Training Expert, Best-Selling Author



A sought-after speaker and best-selling author, Rob Jolles teaches, entertains, and inspires audiences worldwide.

Rob draws on more than thirty years of experience to teach people *how to change minds*. His keynotes and workshops on influence and persuasion are in global demand, including companies in North America, Europe, Africa, and the Far East.

Today, Rob's programs attract diverse audiences, from Global 100 companies to growing entrepreneurial enterprises, from parents to professional negotiators. His best-selling books, including *How to Change Minds*, *Customer Centered Selling*, *Why People Don't Believe You*, and *How to Run Seminars & Workshops* and *The Way of the Road Warrior* have been translated into more than a dozen languages. He lives in Chevy Chase, Maryland.

- Reached the highest sales clubs attainable for both the New York Life Insurance Company and Xerox Corporation.
- Former sales trainer for New York Life and Xerox Corporation and the most tenured sales trainer in Xerox history.
- *Customer Centered Selling*, a Business Best Seller – 8 Weeks at #1 and over 100 weeks in the top 20 on the national Business Bestseller list. Also named by Books, Etc. to the national “Top Ten Must Reads” list.
- *How to Change Minds* - Berrett-Koehler. A Business Bestseller featured in the USA Today, Publisher's Weekly, translated in numerous languages, and named a Top Ten Read by American Management Association. Now out in paperback, eBook, Enhanced eBook, & audiobook formats.
- *Why People Don't Believe You* – Berrett-Koehler released in the fall of 2018, now a Business Bestseller!

Books By Rob Jolles...

