



NEW SOUTH WALES  
BAR ASSOCIATION

# The Psychology of Influence

Presented by:

**Pancho Mehrotra**

*Director, Frontier Sales Performance*

Chair:

**Chris Whitelaw**

**NSW Bar Association**

**Common Room**

**5.15pm Tuesday**

**22 July 2014**

**1.5 HOUR SEMINAR**

**1.5 CPD POINTS IN THE  
MANAGEMENT STRAND**

Pancho Mehrotra, in his 30+ years' sales and training experience, has developed and mastered the skills required to effectively communicate with clients at all levels, thereby understanding the psychology to influence people at all levels. He has a unique ability for clear and effective communication and is a recognised leading expert in the area of 'reading people'.

This seminar will focus on:

- Developing awareness in the lawyer to understand the client engagement experience and the critical nature, from a legal and relationship viewpoint.
- Developing persuasion skills and the ability to "read people". For example the issue of managing risk with clients has several dimensions of impact.
- Emotional Management - useful skill when being intimidated so as not to endanger your chances of winning by being afraid to lose.

**THIS SEMINAR IS OPEN TO MEMBERS OF THE NSW  
BAR ASSOCIATION**

**REGISTRATION IS NOT REQUIRED**

For more information, please contact Bali Kaur  
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**NSW Bar Association**  
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**cpd** Continuing Professional Development