

Melinda Marcus

Award-winning Persuasion and Influence Expert Increases Your “Win Rate” with Proven Science of Influence Strategies

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Communication
- Influence
- Leadership
- Mental Health / Psychology
- Sales
- TED-Talks
- Thought Leader

About Melinda Marcus

Melinda Marcus shows executives how to influence decisions before they lose big opportunities. As an expert in The Science of Influence, she bases her consulting and speaking programs on proven strategies in Persuasive Psychology, Body Language and Strategic Messaging. Melinda has built a solid track record helping clients from Fortune 500 companies to leading regional organizations, across a range of industries: healthcare, financial services, architecture, law, energy services and even NFL teams. Her programs on The Science of Influence empower executives to gain buy-in from clients, prospects, colleagues and boards. As a result of her consulting and coaching, executives have successfully closed deals in excess of US\$279 million.

During her career, she was named one of the “Ten Outstanding Young Working Women in America” by Glamour magazine and “One of the Five Women to Watch in the Southwest” by ADWEEK magazine. Her work has been honored internationally with more than 100 awards in the advertising industry, including prestigious CLIO’s and a Silver Lion at Cannes. Before starting her own firm, she was the first female Creative Director at award-winning national branding agency The Richards Group.

Melinda’s Master Nonverbal Communications training is with the former Special Agent who trained the FBI. She is a featured speaker and workshop leader nationally and internationally for corporations, professional associations and universities, including top business schools such as Northwestern Kellogg.

She earned her B.S. with Honors in Psychology from Northwestern University and her M.A. in Mass Communications from Southern Methodist University. Her Psychology research on first impressions is published in the *Journal of Applied Social Psychology*.

National Speakers Association recognizes her as a CSP (Certified Speaking Professional), a designation earned by only 12% of speakers globally for excellence in the speaking profession.

Melinda is the author of the popular Pocket Coach Influence Series. These pocket-sized guides cover her most-requested topics, including: *How to Read Business Body Language*, *How to Influence “Top Dogs”* and *Influence Strategies for Women in Leadership*. Her book, *Read The Room: A Quick Visual Guide to Business Body Language* will be published in 2018.

Select Keynotes

- **How Brain Science Can Predict Whether You Win Or Lose Business**
 - ◊ Studies show that prospects make judgements about you in seconds that have a lasting impact
 - ◊ Discover what’s proven to positively influence those judgements, even before they meet you
 - ◊ Recognize the prospect’s nonverbal signals to know when to continue negotiating and when it’s time to stop
- **How to Win Multi-Million Dollar Contracts**



Discover What Has Been Tested and Proven to Influence Business Decisions: Persuasive Psychology researchers have shown that changing the way you present an offer can dramatically increase your win rate by as much as six times. Melinda gives you easy-to-remember and immediately actionable processes to help you win decisions. Her program reveals the Top Ten Persuasive Principles that you can leverage to influence decisions in business. Some of these are counter-intuitive, so even seasoned executives will walk away with new tools. Audience Take-aways:

- 1) How to identify and leverage the hidden influencers for your prospect
- 2) Simple edits in your proposal that can swing the decision in your favor
- 3) Proven factors that generate the desire to buy.

- **Insights from The Science of Influence**

How Decision Makers Think And How You Can Win Them Over: Research shows that some of the most common business approaches often sabotage your own success. Discover how to positively influence the way people respond to you and your ideas. Audience Take-Aways:

- 1) Understand the most influential factors for decision makers (it's not what you think)
- 2) Discover 3 factors that influence people to like you
- 3) Uncover at what point you have the most power to influence.

- **Lessons from the FBI: How to Keep Intense Meetings From Spiraling Out Of Control**

- ◊ How to avoid being "emotionally hijacked" when people are upset
- ◊ How to read the early signs when people are stressed or getting irritated in meetings
- ◊ What to say to calm everyone down so you can reach a rational solution.

- **Read the Room: Advanced Emotional Intelligence for Business Leaders**

- ◊ How to gain more insights than anyone else in the room by reading nonverbals
- ◊ What is the unconscious trigger word that makes it six times more likely you'll get a "Yes!"
- ◊ Uncover where there are hidden issues that can "bite you" later
- ◊ How to make your key points have the greatest impact on people
- ◊ Know exactly how to respond when people give you mixed signals.

- **Sweat the Small Stuff If You Want To Build Trust and Win Business**

How Small Factors Have a Huge Influence Over Whether You Win or Lose in Business: Scientific research and real business cases reveal how "small stuff" you rarely think about can help you or hurt you in hitting your goals. Audience take-aways:

- 1) Learn how to read body language to uncover stress points that may not be voiced, so you can address them, AND to recognize when you have "buy-in" so you know when to ask for the commitment
- 2) Discover how to communicate your ideas in a way that gains the most consideration
- 3) Avoid unintentionally "shooting yourself in the foot" in meetings.

- **The Speed of Trust: How to influence the brain to fast-track business relationships.**

Recent studies show exactly how long it takes for people to decide whether to trust you or not... and it's faster than you think. Imagine the advantage to you and your team if you knew:

- How the brain makes split-second decisions on trust
- How to read body language so you know when you have their trust
- How to leverage proven strategies that fast-track trust in business relationships

- **Top Dog Tactics: How to Persuade and Influence Leadership in Business**

Leverage "Top Dog" Tactics To Fit Each Leadership Style Based on scientific research with hundreds of business leaders, this program reveals

how to customize your communications to the person you want to influence. The system Melinda developed is both entertaining and memorable because it is based on dog personalities. Executives who previously trained on other methods report this "Top Dog" approach is the easiest to use in real business situations. Audience Take-Aways:

- 1) Increase your success rate with individual decision makers by knowing exactly which words resonate with them most
- 2) Make quick adjustments "on the fly" by reading clues in their emails, voice mails, office decor and body language
- 3) Learn how to prep to give yourself the best opportunity to influence.

- **Uncovering Their Hidden Agenda: How to Get Prospects to Reveal Key Insights They Won't Give Your Competitors**

If you've ever lost out on a new business proposal that you expected to win, this program will be an eye-opener. You'll gain insights into what went wrong and what you can do next time to win. Using Melinda's approach, clients have grown revenues by more than \$279 million. This is a strategic new business development program, unlike traditional sales training. Audience Take-Aways:

- 1) How to engage the prospect in conversations that give you advantages your competitors don't know about
- 2) What influences clients most isn't written in your presentation
- 3) How to read what the prospect isn't saying - but showing - in their body language.

- **Understanding the Brain: How to influence decisions before you lose a big opportunity.**

The latest research on how the brain works changes everything about how you approach new business opportunities. Before your next meeting, discover:

- How your client's brain is hardwired to make decisions
- How to "read the room" so you know what they are really thinking, even if they don't tell you
- How to predispose clients to want to work with you, even before you meet

- **What Makes or Breaks Your First Impression**

Ever wonder what people really think about you? We all have blind spots about our true first impression and that's important to understand in business. Research shows that major decisions are actually made in the unconscious much faster than we ever imagined. Once decision makers have made a judgment about you, they rarely change their minds, no matter how long you meet with them. Discover what influences decisions and how you can prepare to make a positive first impression. Audience Take-Aways:

- 1) How to avoid hidden "deal-killers"
- 2) Step by step guide to making a great first impression
- 3) How to predispose them to like you before they even meet you.

- **Women, Business and Influence**

How To Lean In Without Falling Over: This program is geared to women executives who want to fast-track their career paths. It is based on both psychology and linguistics research as well as actual business cases on how gender influences the way you are perceived in business. Audience Take-Aways:

- 1) Change communications patterns that sabotage your success
- 2) Understand why women are often undervalued in corporations and how you can turn it around
- 3) Learn what approaches have proven successful for women leaders.

- **2018:** Read The Room

Select Articles

- [The Business of Body Language](#)

Marcus calls herself a decision catalyst, an expert in the science of influence, combining persuasive psychology, body language, and strategic messaging in what she defines as the Marcus Method of Influence. "I show executives how to influence decisions before they lose big opportunities," she says.

- [Have you ever made a bad hiring decision?](#)

The more hiring experience you've had, the more likely the answer is, "Yes." You remember how impressed you were at the interview... then when the new hire gets on board, they under perform – or worse – they disrupt your workplace with bad behavior. What influenced you? Is there any way you could have seen the signs before you gave the offer?

- [What is more powerful than money to make behavior changes in your workforce?](#)

When employers want to motivate a change in behavior from their employees, often their first instinct is to use financial incentives. That usually comes in the form of bonuses, contests and other monetary rewards... but, even when they achieve the behavior change, how long does the new behavior last?

- [Split-second Judgments Make Lasting Impressions](#)

When I speak about Insights from the Science of Influence, most people in my audiences are amazed at how fast we form judgments about others... and how difficult it is for people to change their minds after they form the first impression. A new study from Cornell University* confirms this phenomenon ...

- [The Bias Nobody Talks About: The Beauty Bonus](#)

Are looks really important? In studies by both psychologists and economists, the answer keeps coming up "Yes!" ... In fact, attractive people earn around 4% more than people with below-average looks, which can add up to more than \$500,000 over the course of a career. This is what I call, the "Beauty Bonus."

- [Is your Flextime schedule helping or hurting your career?](#)

In working with both employers and employees, I've consulted on the pitfalls of unconscious biases. Recently, I came across one that may be impacting your career path because it involves Flextime programs. On the positive side, research shows Flextime leads to higher productivity, job satisfaction and employee retention... but did you know it may change the way your boss evaluates your performance?

- [Does the Way you Dress Affect the Way You Think?](#)

Business casual is great, right? Well, maybe not!

- [Negotiation by the Numbers](#)

In a price negotiation, should you throw out the first number or not?

- [What Separates Confidence and Arrogance?](#)

My executive clients say if they sense a person is arrogant, it's an instant deal-killer. So, what's the distinction between arrogance and confidence?

- [Go Ahead, Float Your Ideas Out There](#)

I was recently visiting the Chihuly Glass and Gardens in Seattle, and was surprised to learn that my favorite glass artist "lives the message" of my TEDx Talk.

- [The Business of Body Language](#)

Melinda Marcus shows us how to use nonverbal cues, confidence, and strategic influence to get deals done.

Select Testimonials

"Melinda engages your audience and gives them specific tools to use in their business development process. Highly recommend!"

— Bob Phillips, Emmy Award-Winning, Texas Country Report

"Melinda Marcus's presentation to our association of seasoned corporate Marketing Directors was one of the best of the year. Her

presentation was not only engaging, but also left everyone in the audience with substantive take-aways they could use in their next pitches. Her presentation style was engrossing, informative and entertaining. At the end of the hour, the audience did not want her to leave.”

– *Chuck Cohn, Chair, Marketing Executives Networking Group*

“Melinda is a master at finding the exact right words to telegraph your message to your clients and prospects. She has my highest recommendation.”

– *David Glatstein, Former CEO, Southwest Securities*

“Get ready to learn persuasive psychology strategies for robust business growth. Five stars to Melinda!”

– *Donna Gutman, Executive Director, Women of the World*

“I applied Melinda’s strategies to help our team reach a breakthrough on a major contract. The program offers powerful insights on how to modify your approach to achieve positive business outcomes. I highly recommend her to enhance the way you present yourself and to better understand how to influence others.”

– *Jamee Lafaye, Global Product Manager, Hewlett Packard*

“Our expertise is in medicine, not in how to answer questions from reporters. I don’t remember any classes on that in medical school. Melinda is an expert in verbal communications as well as body language, which makes a positive difference for us both in the media and in patient engagement.”

– *Jeffrey Whitman M.D., President and Chief Surgeon, Key-Whitman Eye Center*

“Unlike any presentation you’ll see! Powerful concepts with visual impact.”

– *Lee Guittar, Former President, USA Today*

“Many motivate . . . but few generate results like Melinda!”

– *Leslie Grossman, Blogger for The Huffington Post*

“What you gain from Melinda today, you can put directly into action tomorrow.”

– *Michael Collins, Board Member Smithsonian Museum of Natural History*

“What you gain from Melinda today, you can put directly into action tomorrow.”

– *Michael Collins, Board Member Smithsonian Museum of Natural History*

“She knocked it out of the ballpark for our membership!”

– *Mike Sullivan, YPO Chapter President Young Presidents’ Organization, North Texas*

“Melinda’s strategies are truly transformational! We see dynamic growth in our client relationships.”

– *Sean Lewis, Senior Vice President, High Wealth Management*

“Melinda gave two keynotes for Texas Instruments international conference, with attendees from the U.S., Germany, France, Mexico, China, and more. She worked closely with me and the teams to customize the content and delivery so everyone got it! Her presentations on Influence are both relevant and entertaining, with lots of audience participation. Two months later, people still stopped me in the hallways to say how much they loved Melinda’s keynotes! Highly recommend!”

– *Shannon Suber, World Procurement and Logistics Talent Development, Texas Instruments*

“One of my Business Development Managers used what he learned in Melinda’s workshops to gauge body language during a \$5 million negotiation. It helped him read the prospect’s responses to get the deal to the next stage.”

– *Steve Woods, National Director of Sales, Lennox Industries*

“The day after I heard Melinda speak, our company had an important meeting with Walmart. She had showed us how to read body language, which gave us the confidence to know exactly when to ask for decisions. Just as important, we knew whether to ask for more. Her strategies made an immediate positive difference... we are now growing a win-win relationship with Walmart as a valued client.”

– *Todd Elms, Vice President Marketing, Scotch Corporation*