



STRATEGIC PERSUASION

## The Client

National Business Developers (NBD) are a national franchise organisation, that provide business solutions for small to medium companies in the areas of consultancy, marketing, systems creation and training.

## The Challenge

National Business Developers identified that several of their new franchise holders lacked the skillsets and personality characteristics necessary to successfully achieve the business goals they had set. The challenge was to select the most suited candidates for new franchises and also fill in the skills gap when they commenced.

## The Solution

Strategic Persuasion worked with NBD to identify the personality characteristics of an ideal leader/business owner. This resulted in the implementation of Persuasion Quotient (pQ<sup>tm</sup>), a psychometric measuring device to analyse a persons influential nature and leadership skills. pQ<sup>tm</sup> was utilised as a screening tool to identify the most suitable candidates to hold franchises.

Additionally Strategic Persuasion provided influence and communication training to each of the business owners upon acquirement of their franchises. This training was designed around the role of the influencer to not only increase their sales and negotiation ability, but also their capabilities of leading and influencing a team.

## The Benefits

The CEO of NBD measured an immediate & significant increase in their success rate at finding the most suited candidates for franchise ownership as a result of using pQ<sup>tm</sup>. The candidates that were selected all ranked high in the areas of influence, critical thinking, conversational leadership, self-confidence and effective communication.

The influence training was also immediately put into practice with the franchise holders gaining success in obtaining new clients with action they took during the training.

“The ‘influencing people’ training was the best sales training I have been to in my 22 years of business development and sales career in both UK and Australia”. **Andy Evans, CEO Seidler Homes**



NATIONAL  
BUSINESS  
DEVELOPERS

The business development experts