



**invisibleadvantage**

**From networking to  
negotiation ...**

I hate networking!

**Everybody hates  
networking!**

# What it is/isn't

# Meeting & Greeting

You too..?

# Love, money, leisure, health

- What do you think about..?
- Where did you get started..?
- How do you feel about..?
- How do you manage to..?
- “How do you see recent trends..?”
- What advice would you give about..?
- Who are you hoping to meet..?
- What wouldn't I know about..?

# Entering conversations...



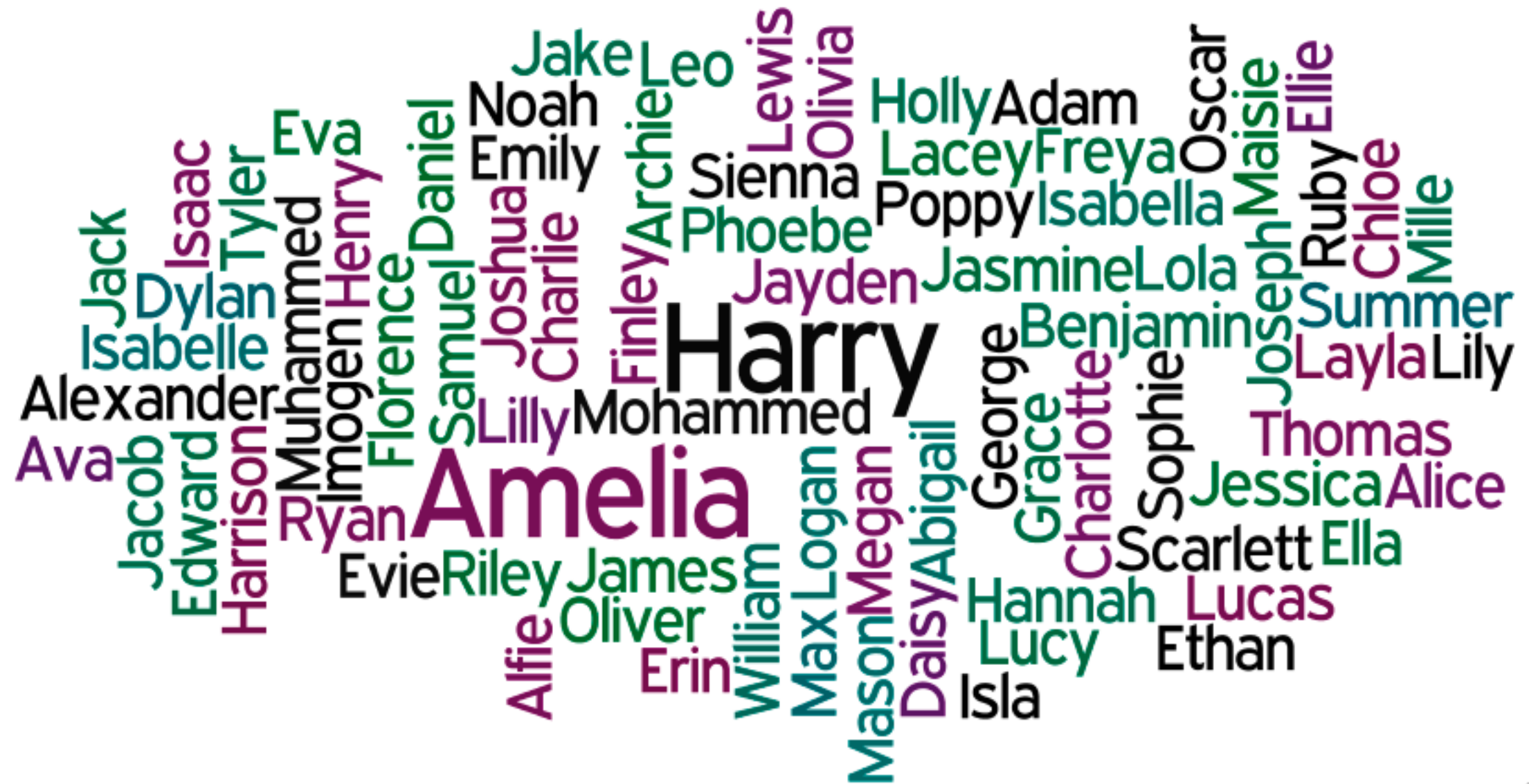
**TED**

# Moving on...

Don't be afraid to exit

Use the team!

Always leave good impression



1. Listen!
2. Comment
3. Repeat! (repeat repeat!)

*Use* LinkedIn!

**Lee Warren**  
Helping businesses inspire, influence and communicate better  
London, United Kingdom | Professional Training & Coaching

**Current** Director at Invisible Advantage Ltd  
Owner at Lee Warren Magic

**Education** ALMA  
Bournemouth School

**Recommendations** 20 people have recommended Lee

**Connections** 421 connections

**Websites** Magician and Mind reader  
Speaker and consultant

**Lee Warren's Summary**

I'm a motivational speaker, workshop leader and career coach for businesses, and I'm a business owner - I run the company 'Invisible Advantage'.

Honing selling, presenting and networking skills, I help client-driven organisations pitch better, win more deals and build better business relationships, both internally and externally. Whether through one-on-one coaching or presenting at international sales conferences, I bring innovative, yet proven, methods that make your people more effective communicators when engaging with clients, presenting or selling. I do this through talks, seminars and workshops - sometimes as a one-off event and sometimes as part of an ongoing programme, especially when behavioural change is needed.

I have often been described as 'The Darren Brown of the business world' because I use my own 'secret skills' as a magician in my work.

I have three main talks/workshops:

1. 'How to Persuade Anyone to do Anything (well, almost)'
2. 'Grown-Ups Don't Use PowerPoint'

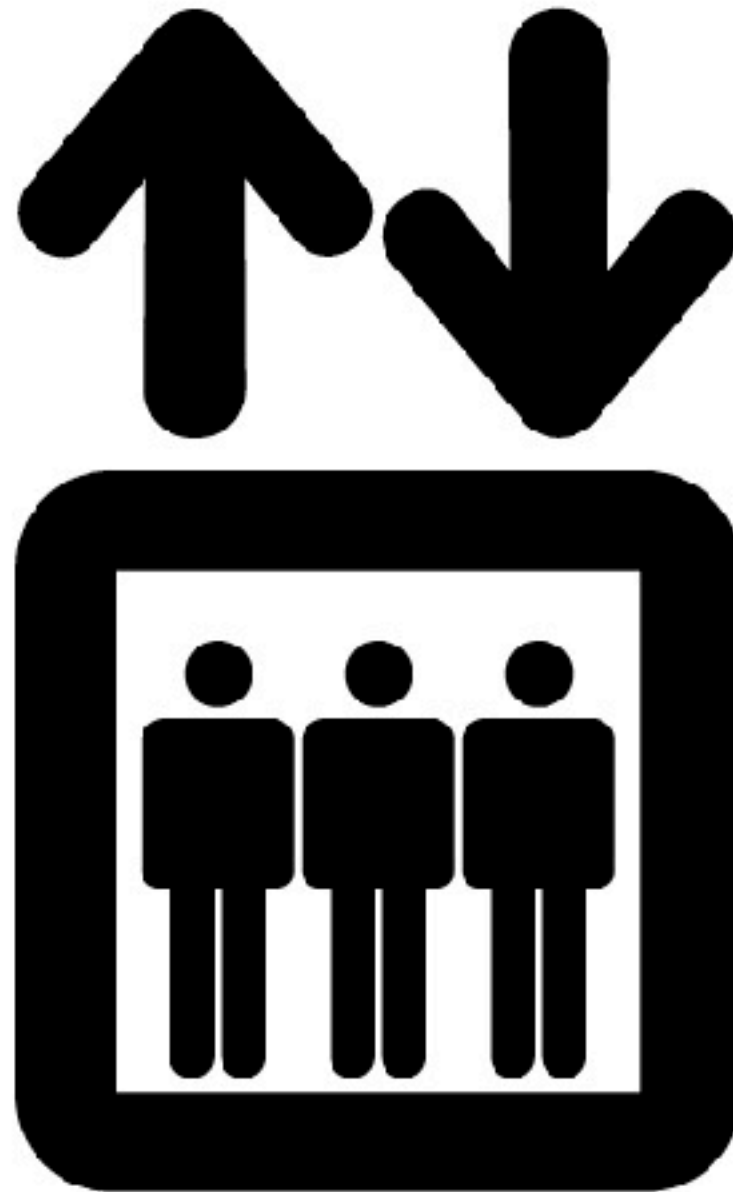
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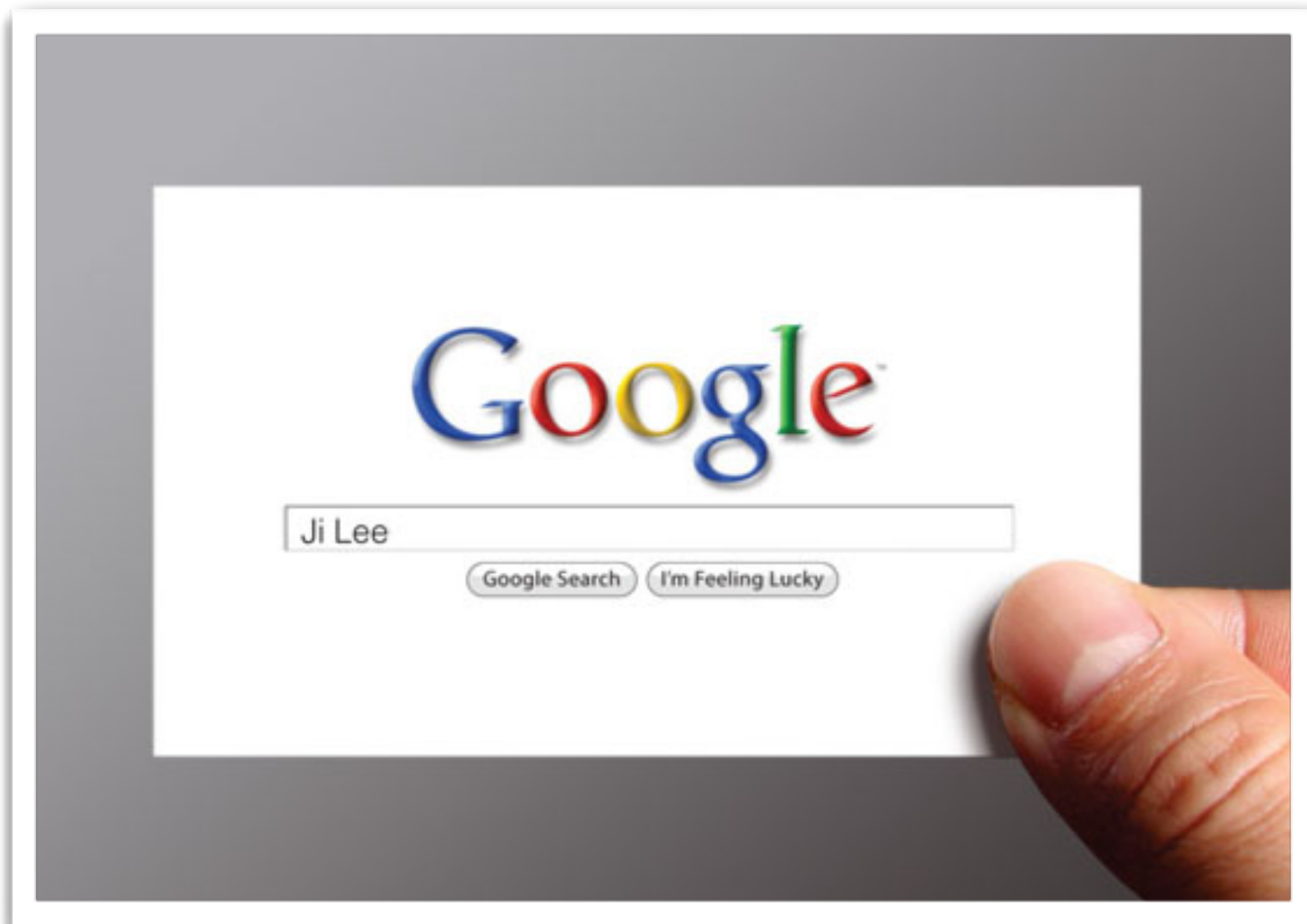


**At the heart of what I do is a  
simple idea ...**

invisible **advantage**



1. Decide your goals
2. Research - especially the guest list!
3. Ask the host for help



1. Culture-specific responses
2. Pay attention
3. Make notes/capture actions
4. Follow-up - Use LinkedIn!

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# HAM PIE

- **Hearts**
- **And**
- **Minds**

# HAM PIE

- Hearts
- And
- Minds
- Pictures
- Interest
- Enthusiasm



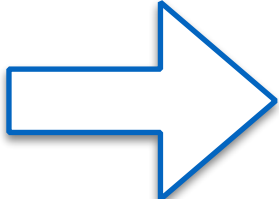



# Negotiate or haggle?

Goal

“To create value, and divide that value in a way that’s fair to everyone long term...”

# Value:

Status quo  something better

- 
1. At the heart of ABC Ltd is a simple idea...
  2. If you think it's about X, you're wrong. What it's really about is...
  3. Which means that...

# Goal

Goal



Consequence of no deal



Goal



Consequence of no deal



Shopping List - you and them

Goal



Consequence of no deal



Shopping List - you and them



‘Wants’ versus ‘Needs’

Goal



Consequence of no deal



Shopping List - you and them



‘Wants’ versus ‘Needs’



Area of agreement



# Reciprocity

If you, then I...



## POLICE ON TRIAL

Try PC Standees on Sale or Return\*

**As the recession continues to bite pilfering from shops is on the increase and becoming an ever greater problem.**

Recent testing, the most reported being at ASDA, has shown that **stationing a Police Standee close to the entrance can cut shoplifting by as much as 75%.**

We have three different Life-size and incredibly Lifelike Cardboard Police Standees available for just **£49.97 + VAT** each or you can buy all three for the exceptional price of **£139.97 + VAT.**

Just imagine your attrition reducing by even 50% and it is easy to see how your dedicated police team will pay for itself in days or even hours. And you can prove it for yourself, risk free\* with our sale or return offer.

\*We will refund you for Standees bought and then sent back to us in a re-saleable condition within two weeks of purchase.

**Start your fight back today, Order Now.**



**Simple &  
Memorable!**



**Repeat everything**

**Primacy/recency**

**Know when to  
stop talking!**

**Twitter: @leewarrenmagic**

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