

HUMAN INFLUENTIAL

ENGINEERING

**The Ultimate Guide to Influence
People, Boost Sales, and Win
Friends**

**Foreword by: Dr. Peter Larose, Executive
Director, World Bank Group**

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Naiken, Henry. Author - First Edition

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DEDICATION

To Beryl, the most beautiful mother & supportive wife I have come to know in the world.

- *Henry*

Dedicated to Nathan, teaches me what learning is all about. Together with his step-dad they are who they are so I can be who I am.

- *Beryl*

SPECIAL THANKS

To Dr. Peter Larose for his well valued foreword to our book. His continuous encouragement to explore the horizons of our abilities for further growth.

READERS DO TAKE NOTE:

That NLP and grammar do not necessarily share the same structure. So while it may seem that some of the sentence structures in this book read as grammatically incorrect, they are written for a purpose.

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Foreword

Ever noticed that some people are just so persuasive, so influential? No matter what? And that there's a way they say and do things that is just mesmerizing? And you can watch them in action and be mesmerized yourself? Just riveted to them? Were they born gifted? Did they learn the secrets somewhere from some guru or other wise man?

The real answer is: most of them have no idea, they just don't know how they know how to persuade and influence... they're just great at what they do and they'll tell you that! Well Dr. Henry Naiken does know something that most people don't know and thus you need to know this:

Anyone Can Learn How to Be More Persuasive, More Influential! Yes, that's right, ANYONE! Including You!

How can I say this? It's simple: because Dr. Naiken has been teaching it to hundreds, no thousands of people over the past few years through his books, tapes, and seminar programs! That's how. The very fact that you can speak, think, act, and even just sit there reading this means that you have the ability, probably more than you think!

You may not have known how to tap into it because no one showed you exactly how. Who, if anyone, has ever taught you to *use your own brain*? Not to mention how to persuade or influence someone else positively!

But just think about it this way: You have probably the same words the *Greats* do inside your brain somewhere, maybe even more. So what is it that lets them put those words in just the right sequence with just the right voice that makes a chill run up your spine? That motivates you to the point where *you just have to know more?!*

How many times have you been in a situation where you did or said something and blew the deal, or even the relationship? And then Later On Something Will Just *pop right into your mind* and you'll Know It's Right. And you'll think... "Oh... if only I had done this... it would have been perfect..."? And so you beat yourself up over and over again. Well, here's your chance to:

Stop beating yourself up! Because whenever this has happened to you, it's *great news!* It means that you had the right answer in your brain *all the time!* You just couldn't get there fast enough! And that's good information, too. It means that you have the opportunity to *use your brain better than ever before!* It doesn't mean that you've been doing things wrong it means that you could have done them differently!

Other sales training companies send their trainers to him! WHY? Because he teaches like no one else does! **RESULTS FOR YOU** are what he have in mind!

He teaches you how to sort for what's going on... He doesn't care much for categorizing people. He want to know exactly what's going on at the moment it is, and what to do with it that benefits both you and your customers, and do You Know What Is Really Amazing? Dr. Naiken says, that...

YOUR CUSTOMERS WILL TELL YOU EXACTLY WHAT'S GOING ON IN THEIR BRAIN AND MOST OF THE TIME. THEY'LL PROVIDE YOU WITH THE SOLUTION!

You have to know what to listen and watch for... and it's simple! Really simple, once you know the *what and how!*

Now, I can go on and on from here, but the best thing for you to do is *request our complete information seminar package for your organisation TODAY!*

Now, if you, like me, want to *perpetuate success*, polish up your own ability to *communicate success, even motivate or influence your employees, even yourself*, there is no better time than NOW!

Dr. Naiken doesn't care what you sell.. products, services, whatever. There is one constant we can all count on: *you must communicate in order to get your point across!* Everyone must! And

you must use words, language, and body language in some cases, to *get your point across!* And the best part of it all? It works no matter what language you speak with your customers!

So the only question left is: Because your brain works faster than you think “*how can you quickly learn to get ahead of your competition and stay there because you are better and can get your point through that window of opportunity better than they ever can?*”

Well, this book is your answer!

Dr. Peter Larose – Executive Director, World Bank Group

Introduction

Influential Engineering is a technology from the science of age old Eriksonian Hypnosis and Psychology. After two decades of research and practical application of these tools, tactics and resources in real business environments we decided to put together our own strategies of communicational and behavioural science.

Here, you are beginning a powerful journey to transforming the quality of your life and the results you will be producing. You're holding in your hands the keys to the '*influential kingdom*', for manifesting massive wealth and success in a business and personal environment.

I first developed and started using this principles in 1991 when I was 'without a job' after an attempt at a political career that went bad. I started a metaphysical company from scratch and thus had to use all the necessary means at the time to get the results I needed so badly.

The strategies in this book will take any individual or organization's sales force to the next level. The *Human Influential Engineering* system is designed to align the key forces necessary for success in any sales environment: the elements of

the *inner* game of sales as well as the specific strategies and techniques necessary to effectively prospect, maximize lead sources and close sales at the highest level.

If you're not in business, you'll learn powerful strategies to influence yourself, and those you care about in the direction that serves them most.

In each session, you will learn new tactics and skills that build on the previous session and that literally take you down the *Influential Path* to the promised land of wealth, success, freedom, and self-fulfilment.

Throughout the program, there are also strategically placed sections on the mindset and psychology of persuasion: the foundation upon which the strategies are built.

If you find a desire to know more about the Seminar and the Action Book and DVDs you can go to www.influentialengineering.com The advance programs provided can allow you to make important conversations at meetings and have the most important elements of the system available at your fingertips.

All I ask is that you commit to not only completing the sessions but to taking action each day to practice what you've learned. I also ask that you commit to using the system ethically, and only in situations where you are influencing others to

make decisions or take actions that truly support them.

I believe that persuasion is the most important and powerful skill there is, not only to create massive wealth and success, but to influence those you care about to take the necessary actions to improve the quality of their lives. What could be more important than the ability to persuade and influence those we care about most for the greater good?

I'm excited to embark on this journey with you and look forward to someday hearing the story of your success.

Live with passion!

Henry Naiken
Beryl C. Naiken