

**A WONDER WORKSHOP
WITH PETER MERRETT**

The Art of
**PERSUASIVE
EXPRESSION**

**INSPIRE MAGNETIC CONNECTION
THROUGH THE POWER OF YOUR WORDS**

PETERMERRETT.COM



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The Art of Persuasive Expression

Welcome to a wondrous and deeply refreshing learning experience to inspire, invigorate and differentiate your brand. Standing out in business today with best-in-class customer service and creating memorable competitive advantage, also depends on positive connection. You might have the best business products, the fanciest technology, or the plushiest premises in the world. But are the words you use and how you communicate them letting you down?

Peter uncovers the simple magic of invigorating and transforming your team culture and brand through creative imagination and subtle vocabulary enhancements. From your product descriptions and services, to how you lead a meeting or close an email - he teaches how to dare to be different with elevating your credibility, reputation, connection, and profitability through every verbal and written interaction across your business.

ATTENDEES WILL ENJOY DISCOVERING HOW TO:

- ★ Inspire refreshing differentiation through deep imagination and creativity.
- ★ Cause irresistible team and customer connection by reimagining your words.
- ★ Add transforming brand and business value without spending a cent.

This is fun workshop style learning, with impactful tips, tricks and methods that Peter learned through his career adventures as a chef and luxury hotelier.

HOW THE WORKSHOP IS RUN

The Art of Persuasive Expression is an ideal stand-alone 90-minute workshop experience, which can be fully tailored to an extended half-day programme.

The feedback
was off the charts!
I would say Peter is
one of the top five
Customer Service
speakers. Not just in
Australia, but the
world!



DALE BEAUMONT

Chief Executive Officer

BusinessBlueprint



WORKSHOP DESIGN AND DELIVERY STYLE

Peter's workshops are immersive, refreshing and emotionally connecting. His top focus is to give his audience an impactful and memorable experience that lives on way past the event day.

LOVE

Every workshop is a work of love and heart. Performed with playful and engaging interaction - to provide renewed focus, reconnection, and inspiration.

CONNECTION

From a group of ten to several hundred, Peter creates a welcoming, inviting and interactive environment, like being together around a campfire.

MEANING

A distinct difference with his delivery – he never talks 'to' only 'with' his audience. Peter uses props and other visual effects, to create a visual and highly engaging experience.

CONTACT PETER

www.petermerrett.com/connect/