



Philip Hesketh

Expert on Human Behaviour and The Psychology of Persuasion



CSA CELEBRITY SPEAKERS

Philip Hesketh is a motivational speaker specialising in persuasion and influence. He offers wit and wisdom on human behaviour and how to influence it, inspiring, entertaining and informing worldwide audiences on how buying, selling, persuading and influencing works.

"Philip both commands the attention of an audience and captures its imagination"

In detail

Philip is a Psychology graduate from Newcastle University and a sales graduate from Procter & Gamble. In 1986 he became a founding director of Advertising Principles in Leeds, West Yorkshire. He developed the company over the next 17 years as New Business Director and Managing Partner, seeing the company grow from a standing start to a £48 million company employing over 150 people. In 2010 he won the award for 'Overseas Speaker of the Year' in Sydney for TEC Australia and is also the holder of the award for 'Most Requested Speaker' for Vistage in the UK in 2010. Having spent his entire working life studying and practicing persuasion and influence, he works with all manner of people who recognise the importance of developing good relationships and can benefit from what he has learned in his professional and academic life.

What he offers you

Philip teaches decision makers useful techniques to develop relationships, develop client and customer loyalty and increase sales. He is highly inspirational, motivational and thought provoking, and above all, he can help increase a team's effectiveness.

How he presents

His entertaining and insightful presentations are tailored to each audience and relevant to today's business world.

Topics

- The Psychology of Persuasion and Influence
- How to Build Relationships and Turn Them into Business Partnerships
- The Good-to-Great Graduation
- The 42 Minute MBA in Charm
- How to Sell More and Delight Your Clients and Customers
- How to Hold High Prices

Languages

Philip presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone or e-mail us.



[watch video](#)

Publications

2010

How to Persuade and Influence People: Powerful Techniques to Get Your Own Way More Often

2005

Life's a Game So Fix the Odds: How to Be More Persuasive and Influential in Your Personal and Business Life - described as "the definitive guide to persuasion and influence"