

Using Social Proof to Sell Business Recommendations & Influence Management Actions



JOHN J. HALL

Wednesday, August 9, 2023

Summer Webinar Series

Overview

TITLE	Using Social Proof to Sell Business Recommendations & Influence Management Action
PRESENTER	John J. Hall, CPA
DATE AND TIME	Wednesday, August 9, 2023 11 AM ET (10 AM Central / 9 Mountain / 8 AM Pacific)
LOCATION	Zoom Webinar
CPE CREDITS	2.0 CPE credits in <u>Auditing</u>
NO. IN SERIES	Summer Webinar Series Program 5 of 6

Program Description

'Social Proof' is an incredibly powerful tool when influencing action. Advertisers know it. Marketers know it. Social media influencers know it. Certainly, teenagers know it and use it. And you should know and use it, too.

In this program, we'll define social proof, examine why, how, and when to use it, and analyze examples from our work and from popular culture. We'll highlight the power of social proof and prototypes to influence those uncertain about outcomes.

Learning Objectives

- Define 'social proof' in a business influence context
- Analyze everyday examples of social proof – and the impact on everyday decisions we all make
- Explore where relevant social proof and prototypes are used in business
- Identify where, when, and how to use social proof in your audit and management work

Who Should Attend

- Government and internal auditors
- Certified Fraud Examiners
- Consultants
- CPAs and Chartered Accountants
- Executives and business owners

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About Your Instructor

John J. Hall, CPA, has worked as an auditor, professional speaker, consultant, and author for over 45 long, long years. But he still LOVES the work.

John builds and delivers live and virtual keynote presentations, skills training seminars, Webinars, and in-person conference presentations for auditors, management groups, CPAs, Boards, and professional associations – over 3,000 live presentations to date. John is best known for bringing practical, proven, efficient solutions to real-world business challenges (including especially fraud risks!!!) faced by clients and program participants.

John is the founder and President of Hall Consulting, Inc. In addition to 30-plus years as a self-employed speaker, auditor, and consultant, John has worked in senior leadership positions in large corporations and international public accounting and consulting firms. He's a member of the National Speakers Association, the American Institute of CPAs, and the Institute of Internal Auditors.

Meet John at www.JohnHallSpeaker.com

Email John at John@JohnHallSpeaker.com

For information on tailored in-house virtual or live in-person presentations for your employees, clients, or conferences, just call John at 312-560-9931 to kick around ideas.

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Webinar Information

Our webinar programs qualify for CPE Credits (NASBA.org). See NASBA.org for program field of study definitions:

[View PDF](#)

Delivery Method: Group Internet-Based (On-Line Education Webinar)

Prerequisites: None

Advance Preparation: None

Program Level: Intermediate

The programs in this 2023 Summer Series are presented in a live on-line skills training Webinar format (group internet-based delivery). We host our programs using the Zoom software platform.

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