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## **The 7 Principles of Influence & Persuasion and How These Win Business for Brokers**

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**Date:** 24 November 2026 (Tuesday)

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**Time:** 3pm – 5pm (HKT)

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**Mode:** Zoom

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### Course Outline

In Hong Kong's fast-evolving insurance landscape, technical expertise alone is no longer enough to win and retain clients. Success today depends on your ability to influence decisions, build trust, and communicate value in a way that resonates.

The 7 Principles of Influence & Persuasion and How These Win Business for Insurance Brokers is a dynamic, hands-on session that uncovers the science behind why clients say "yes."

Adapted from Dr. Robert Cialdini's renowned research, this session shows how the seven universal principles can be applied ethically and effectively within the Hong Kong insurance market and beyond.

Through case discussions, and practical exercises, participants will learn how to elevate client conversations, strengthen relationships, and turn influence into tangible business outcomes. This is not about manipulation! It's about mastering ethical persuasion to serve clients better, stand out in a competitive market, and close more deals with confidence.

### Speaker

#### **Mr. Jeff Heasman**

Jeff Heasman is an international insurance and legal specialist with expertise in law, behavioural sciences, business psychology, negotiation, communication strategies, and claims handling. He provides consultancy and training to the world's leading brokers and insurers across Asia Pacific, Latin America, and Europe. A former litigation executive, senior liability adjuster, and the first Dean of the Faculty of Law at Cavendish University in Zambia, Jeff lectures internationally and is the author of the forthcoming Elgar Concise Encyclopaedia of Terrorism Law entry on insurance against terrorism. He is also co-founder of the Insurance Cyber and Political Risks Observatory (ICPRO), where he focuses on applying behavioural and analytical insight to underwriting, cyber risk, and portfolio exposure.