



**FIRST CLASS
SPEAKING & CONSULTING**
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**FROM COURTROOM TO CLASSROOM
THE ART OF PERSUASION & EFFECTIVE COMMUNICATION**

Gain Proven Techniques from Attorney with over 25 years of Negotiation Experience

Winning Formula $E=MC^5$ will show your students how to:

- ▶ **Commit to Excellence**
- ▶ **Present with Confidence**
- ▶ **Negotiate from Strength**
- ▶ **Earn Trust being Accountable**
- ▶ **Communicate with Compassion**
- ▶ **Overcome Fears and Doubt**
- ▶ **Handle Objections Calmly**

Lawrence D. Eichen, Esq. is a practicing Attorney who has resolved over a thousand cases through highly effective negotiations and powerful presentations. He is also a skilled Mediator adept at conflict resolution. Armed with insightful advice, practical examples and a passion for excellence, he will educate and inspire your students to dramatically increase their ability to persuade and communicate effectively.

This presentation is ideal for business students, entrepreneurial classes, and pre-law students. It can also be customized to meet the specific needs of your class.

For more information and availability, please call 973-539-2831

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