

# Persuasion

## Powers of Persuasion

### **The Friendship Power**

*Trust, friendship and common bonds are a key Power.*

### **The Authority Power**

*By effectively showing credibility, knowledge and authority, you reduce the risk inherent in most decisions.*

### **The Consistency Power**

*We are slaves to consistency. When we learn what others are consistent with, we can frame our request accordingly.*

### **The Reciprocity Power**

*This is the well documented, universal psychological requirement for quid pro quo.*

### **The Contrast Power**

*In the real world of the brain, objective values simply don't matter: perceptions rule.*

### **The Reason Why Power**

*Scientific studies create and validate the Reason Why Power. Ask without a reason, get turned down. Provide a reason for acting, and you persuade compliance.*

### **The Hope Power**

*Hope is the strongest motivator of all human activity.*

**This course presents the elements of each Power, shows how to activate each Power, how to apply individual Powers and Power combinations.**

**We provide a process for determining which Powers will be most easily activated in each persuasion encounter.**

# The True Power of Persuasion

## Overview

“Decisions, particularly important ones, have always made me sleepy, perhaps because I know that I will have to make them by instinct, and thinking things out is only what other people tell me I should do.”

-Lillian Hellman

Persuasion is the single most important business and personal skill. Without the skill of persuasion, leaders would be unable to lead, sales people would be unable to sell. Persuasion is the key to success in every facet of life. Most people do not understand the key elements of persuasion and fewer still apply the process well. Studies show that most people use a process that researchers label a “sure fire way to fail” at persuasion. Current neurological brain research shows how the mind reacts to logic and emotion. By integrating age-old knowledge with modern science we can help people make quick, non-analytical decisions using their own built-in short cuts to decisions.

This program will help you to further understand what persuasion is, how the persuasion process works, and why it is scientifically proven to be an effective sales tool.

The goal for any persuasion encounter is to get agreement, to generate the action you seek. In selling, the goal is to close the sale. The importance of putting closure on the sales persuasion process is simple. No close, no sale. No sale no customer.