

PERSUASION



WHAT IS PERSUASION?

- Persuasion is a process that enables you to change or reinforce other's attitudes, opinions or behaviors
- It can take place in a single meeting/event or over time.
- It is a skill that's essential for success in all relationships – persona and business.

PERSUASION IS NOT

- Conning
- Lying
- Being Deceitful
- These things are not truly about persuading someone. These things destroy a key element in the persuasion process - TRUST

IT IS NOT JUST A MATTER OF MAKING A RATIONALE CASE

IT IS ABOUT PRESENTING INFORMATION IN A WAY THAT
APPEALS TO FUNDAMENTAL HUMAN EMOTIONS. IT'S
ABOUT POSITIONING AN IDEA, APPROACH, OR SOLUTION
IN A WAY THAT APPEAL TO THE PEOPLE WHO ARE
AFFECTED BY IT.

IT IS AN ART AND A SCIENCE

- It is an art in that it requires the ability to establish trust and strong communication skills. It is a science in that it hinges on the discipline to collect and analyze information and solid researched principles of human behavior. Sometimes this all happens in a matter of seconds.

TRUST = CREDIBILITY

- Trust is a firm belief in the reliability, truth, ability, or strength of someone or something.
- Trust is sometimes associated with credibility
- Stephen Covey says that trust or credibility gained or lost in 4 areas
 - ✓ Integrity or honesty
 - ✓ Motives
 - ✓ Capabilities
 - ✓ Track record
- Your persuasion hinges in these 4 areas

HOW DO YOU EARN TRUST

1

Be Sincere

2

Build a track
record of
trustworthiness

3

Encourage the
exploration of
ideas

4

Put other's best
interest first

5

When possible
be transparent

COMMUNICATION

- Communication is the act of conveying meanings from one entity or group to another through the use of mutually understood signs and semiotic rules.
- Effective communication is defined as verbal speech or other methods of relaying information that gets a point across.

HOW CAN YOU HAVE EFFECTIVE COMMUNICATION?

- In order to achieve effective communication, work on improving these five things
 - ✓ **Body Language** – making eye contact, giving non-verbal gestures such as nodding when in agreement, eliminate those things that may cause distractions such as fidgeting, twitching, speaking with your hands unless it is tied to making a point
 - ✓ **Speech and Attentiveness** – When speaking, speak clear and concise
 - ✓ **Communication Consistency** – Make sure you understand the quantity and quality of your speaking
 - ✓ **Patience** – When speaking do not rush it nor try not to rush the other person while they are speaking
 - ✓ **Practice Clarification** – Practice effective listening and repeating back questions or actions required by you from the other person to ensure clarity and understanding.

IT IS UP TO YOU

- **Business or Personal –Your persuasion is the key in helping close a deal, building a relationship, eliminating conflict, showing true apathy, and building your own business**



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