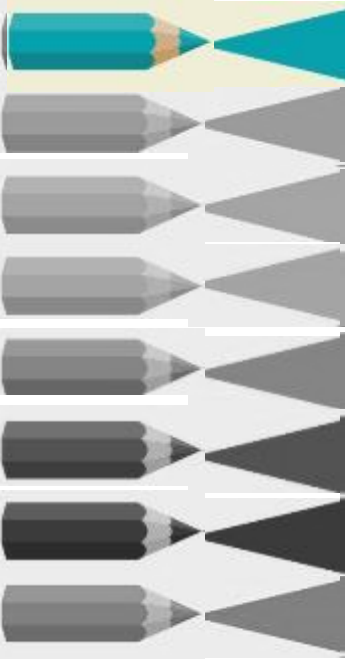




Persuasion Skills

Objectives

- 
- **Explain What is Persuasion**
 - **Explain How Persuasion Works**
 - **Describe the Importance of Persuasion**
 - **Explain the Steps of the Persuasion Process**
 - **Explain the Role of Communication in Persuasion**
 - **Explain How to Use AIDA for Persuasive Writing**
 - **Explain the Rhetoric of Persuasion**
 - **Explain the Major Principles of Persuasion**

What is Persuasion?

'Persuasion' is the process of communication that is intended to induce belief or action and of moving others by argument to a position or a particular course of action either temporarily or permanently.
Persuasion is believed to be both an art and a science.



What is Persuasion?

There are several ways in which a person may be persuaded such as follows:

- Choosing specific aspects or techniques that would persuade the person
- Making someone agree to your requests when you ask them
- Making someone say yes to you but also changing their attitude to your request
- Making someone say yes to you and also changing their perceptions
- Making someone say yes to you and also changing their behavior



The Art of Persuasion

Persuasion is an art; you can get better and better with it.

If you feel that you don't have an innate talent for persuading others, don't be disappointed because these skills can be honed and developed with the proper training and practice.

People who always speak good things may feel that they are good persuaders, but that is not always the case. Persuasion is all about understanding what you want and what the other person wants, and then coming up with a win-win scenario.



The Art of Persuasion




Persuasion happens everywhere – it’s omnipresent. You may have to persuade people for anything – right from the deadlines of a project to which person will do what chores at home.

In the real world, it is sometimes difficult to ascertain whether your persuasion skills are good or bad. You may think that you are a good persuader, but in reality, it may be just the opposite.

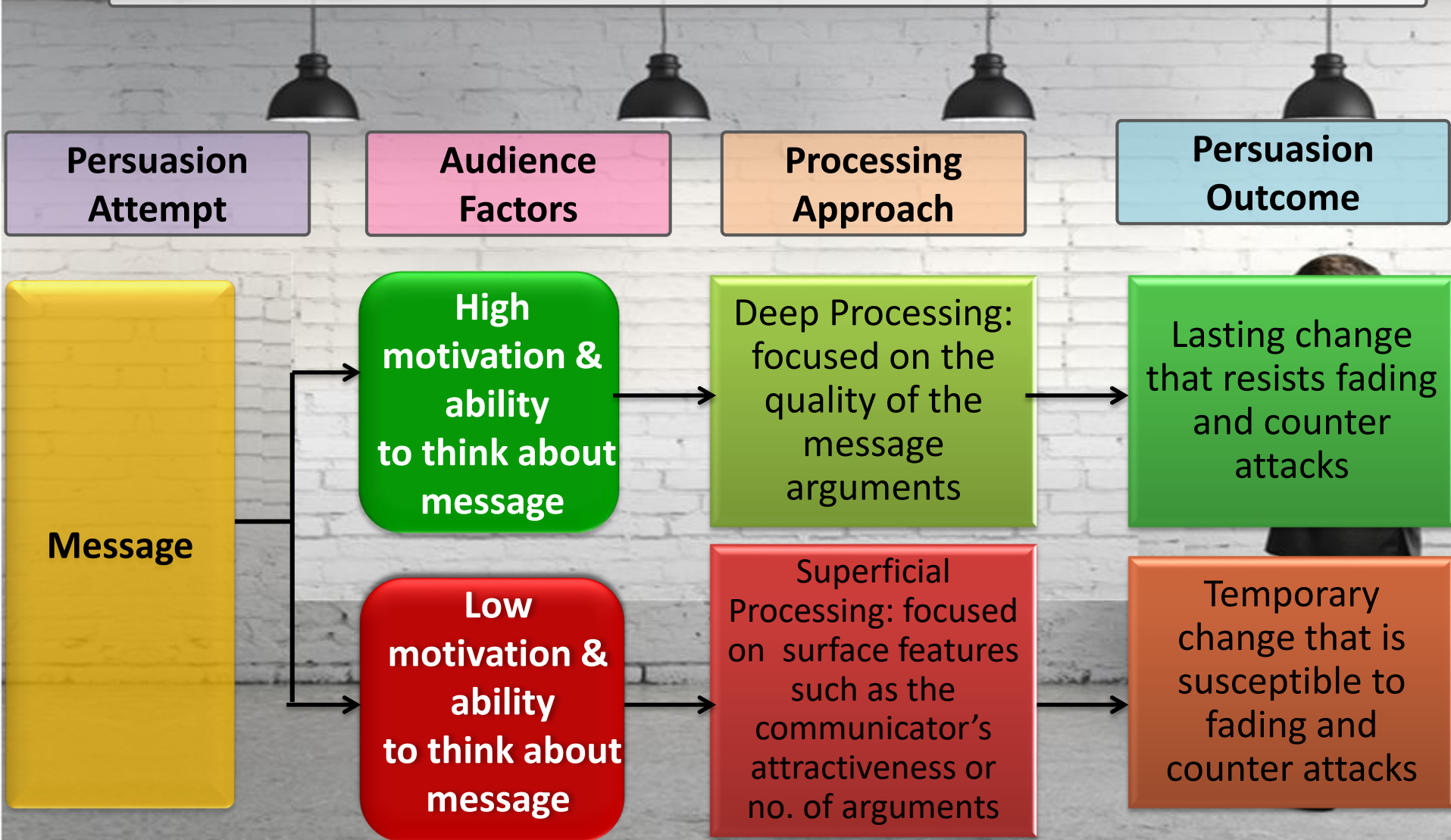
Even before you persuade, you will have to know what can people be persuaded for .

Objectives

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How does Persuasion Work?

The given flowchart shows the way persuasion works through two different routes that may follow after an attempt to persuade is made.



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Importance of Persuasion

Persuading people can be beneficial to you in several ways such as:

It helps to deal with people so that they feel important and appreciated.

It helps to handle people without making them feel manipulated.

It helps you to make someone want to do what you want them to.

It helps in arousing a want to follow you and your instructions in others.

It will help you to learn how to make people like you.

It can help you to win people over to your way of thinking.

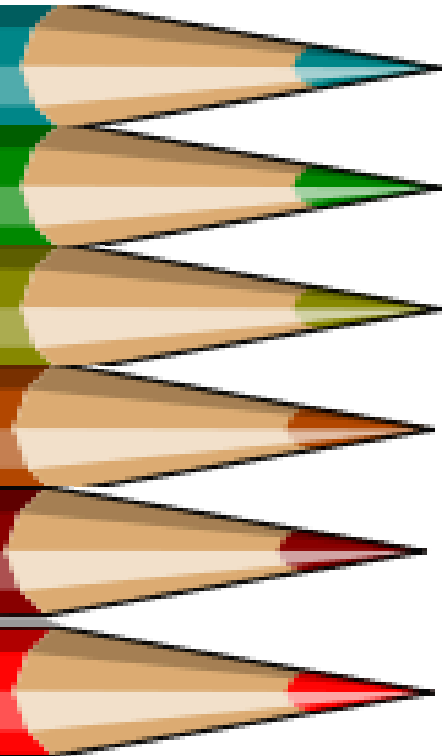
It helps to change people without causing offense or arousing resentment.

How to Persuade Others?

It is important that you should create a good impression of yourself among others in order to be able to persuade them. The World forms its opinion of us largely from the opinion we have of ourselves.

The following are a few ways through which you can create a good impression:

- Don't wear a disguise
- Don't knock the other party
- Learn to Communicate Effectively
- Don't try to be perfect
- Get people talking about themselves
- Don't tease and don't be sarcastic



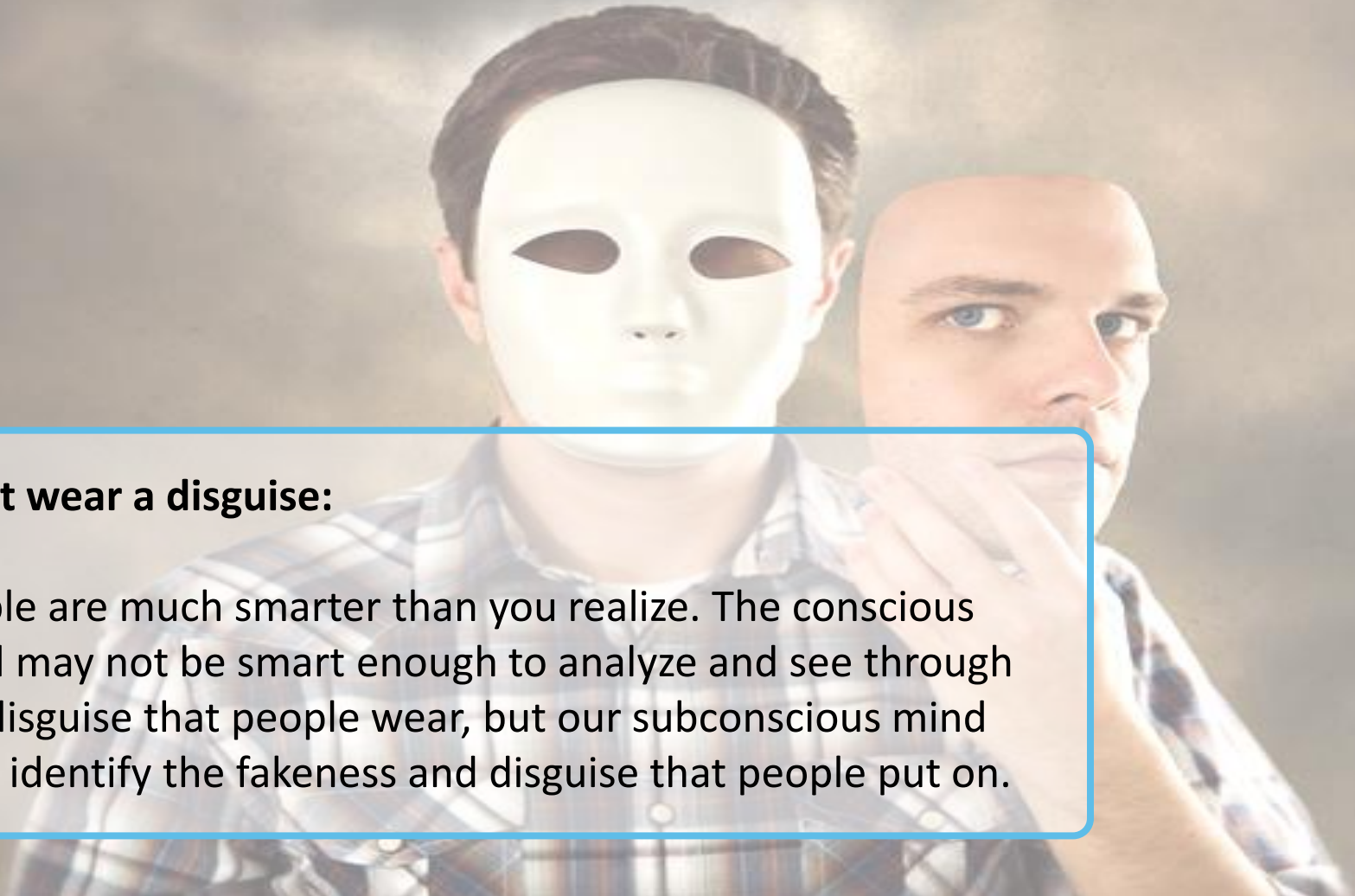
Let us look at each in detail.

Don't Wear a Disguise

- Don't wear a disguise

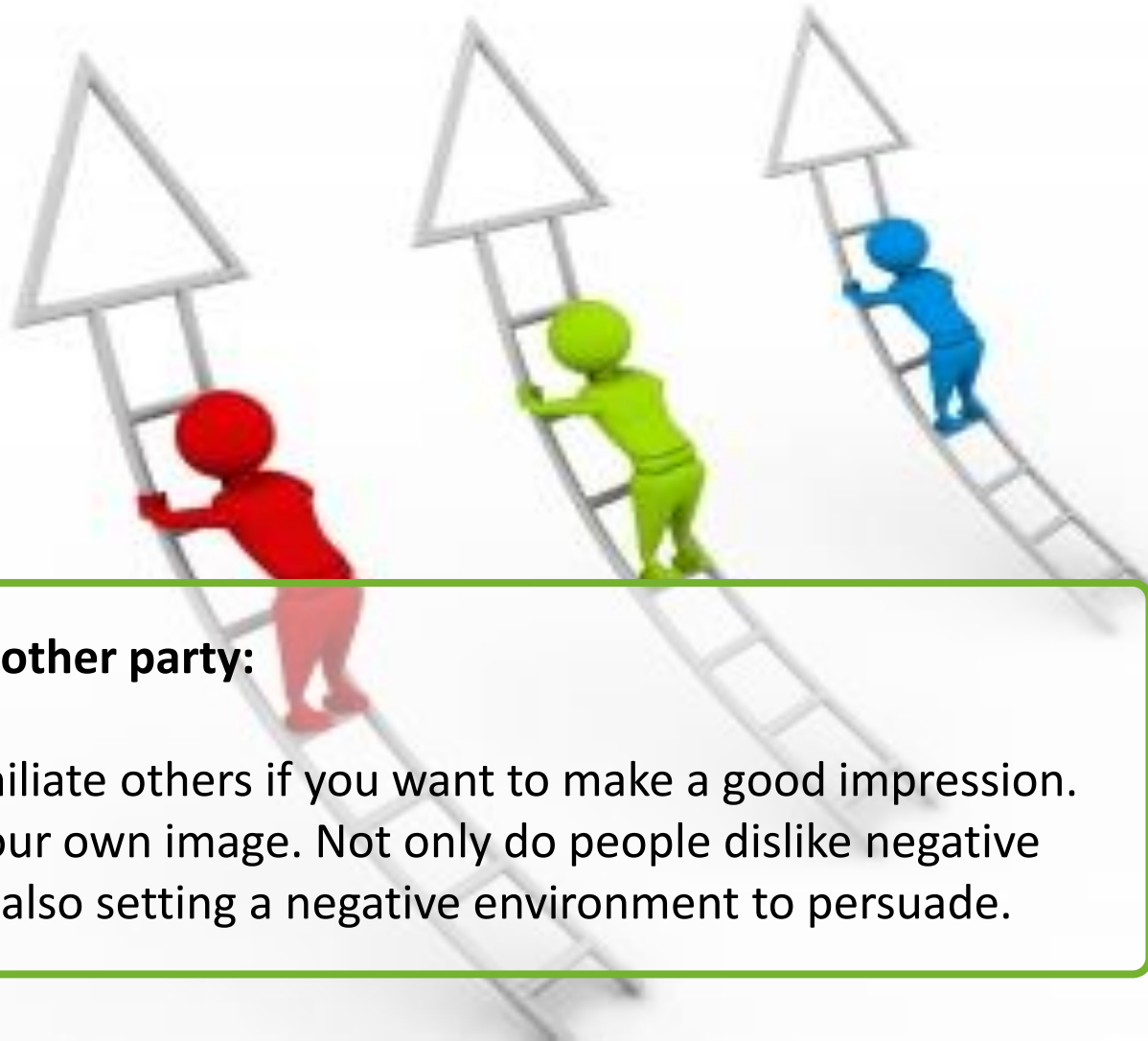
Don't wear a disguise:

People are much smarter than you realize. The conscious mind may not be smart enough to analyze and see through the disguise that people wear, but our subconscious mind does identify the fakeness and disguise that people put on.



Don't Knock the Other Party

- Don't knock the other party



Don't knock the other party:

Never try to humiliate others if you want to make a good impression. Instead, boost your own image. Not only do people dislike negative talk, but you are also setting a negative environment to persuade.

Learn to Communicate Effectively

- Learn to Communicate Effectively

Learn to Communicate Effectively:

One thing good persuaders have in common is skill in using words. Learn to communicate openly, honestly and passionately to persuade people.

Don't Try to be Perfect

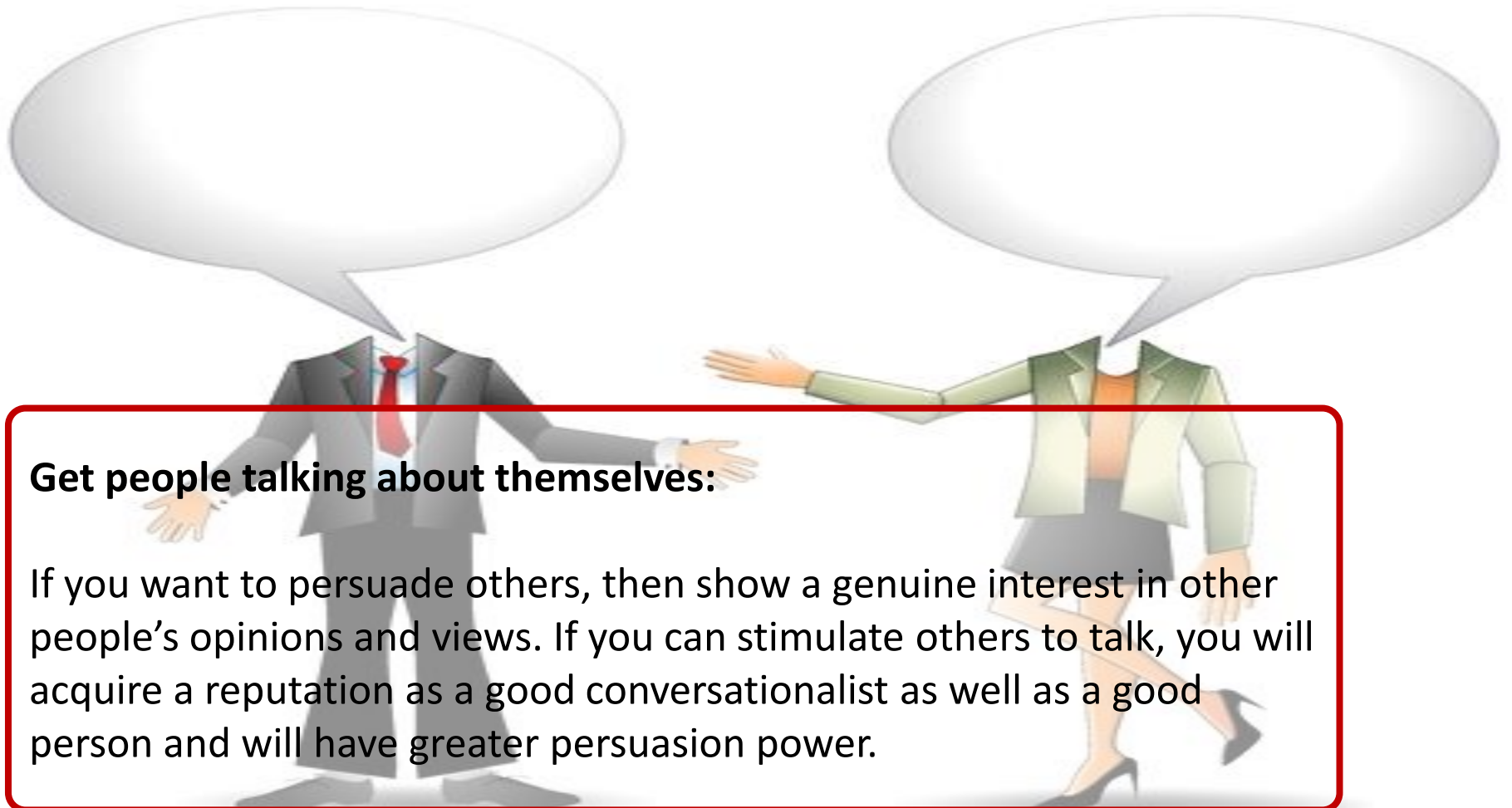
- Don't try to be perfect

Don't try to be perfect:

No one can fascinate every minute. When you try to be perfect, you appear to be fake and shallow. People will not believe you and will not be able to trust you.

Get People Talking about Themselves

- Get people talking about themselves



Get people talking about themselves:

If you want to persuade others, then show a genuine interest in other people's opinions and views. If you can stimulate others to talk, you will acquire a reputation as a good conversationalist as well as a good person and will have greater persuasion power.

Don't Tease and Don't be Sarcastic

- Don't tease and don't be sarcastic

Don't tease and don't be sarcastic:

Teasing and sarcastic remarks are both aimed at the self esteem of others. Do not tease or pass sarcastic comments as they threaten the self-esteem of the other person and make you less likable. This will make it more difficult for you to be able to persuade the other person.

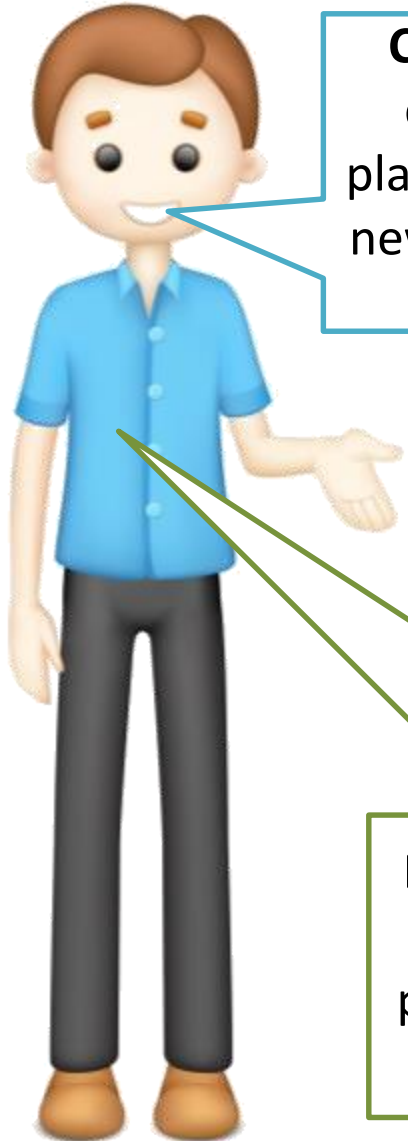
Role of Persuasion in Success



One of the key traits of a successful person in professional as well as personal front is one who can persuade people. Persuading people helps you to lead the people to your way of thinking and helps to prevent unnecessary conflicts and resentments. There is a very strong linear relationship between success and persuasion.

Persuasion and Change of Attitude

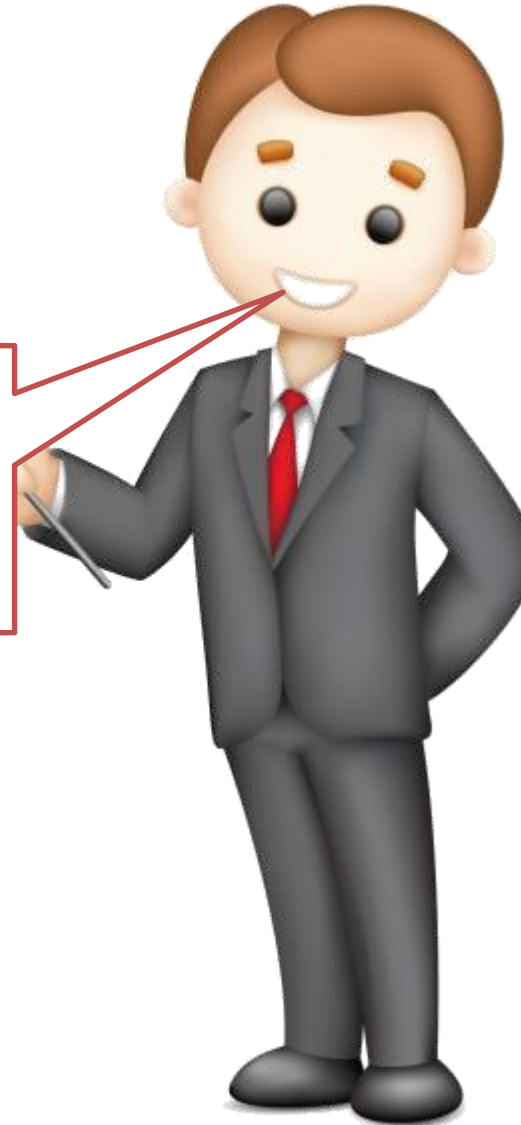
There are three main changes of attitude that take place such as follows:



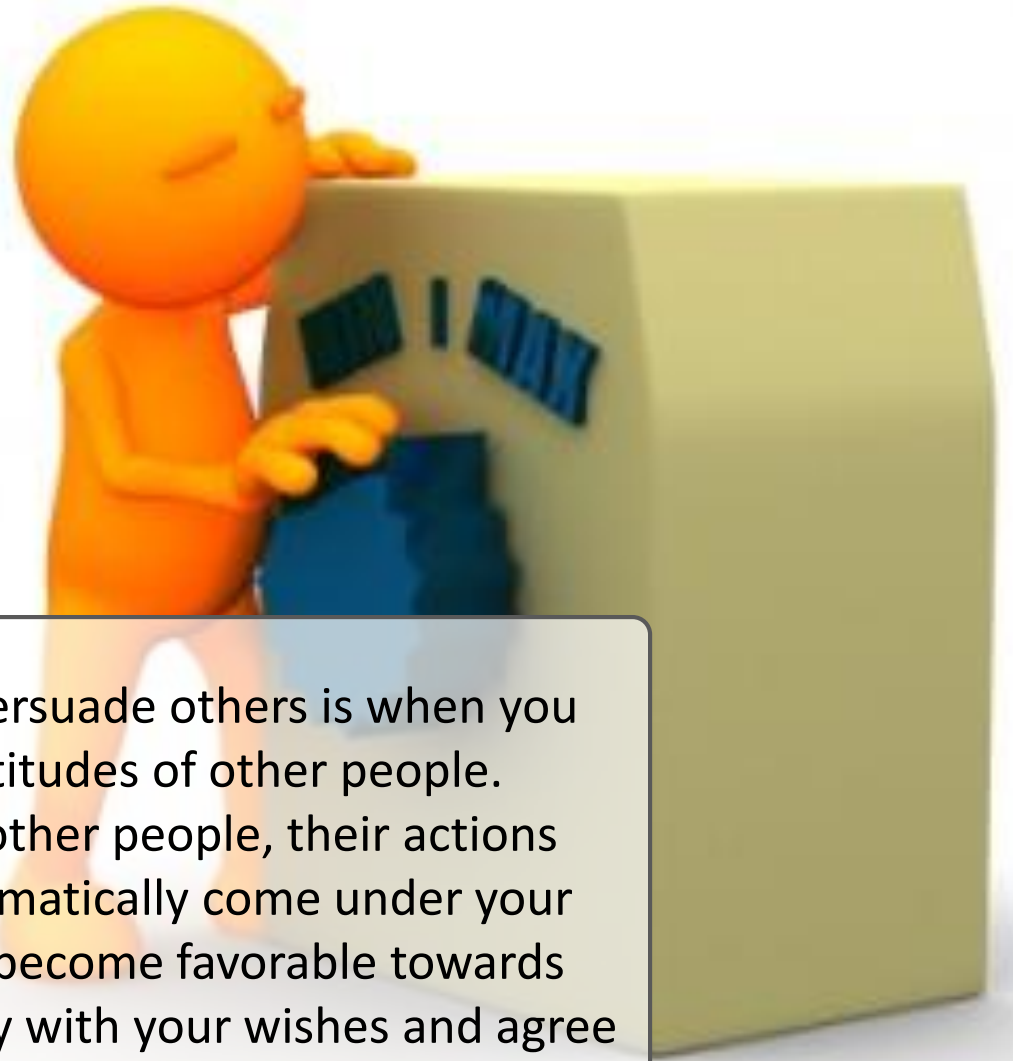
Cognitive Change: Such a change in attitude takes place when a person receives new information from others or media.

Affective Change: Such a change in attitude takes place through a direct experience with the attitude object.

Behavioral Change: Such a change in attitude takes place when a person is forced to behave in a way different than normal.



Use Persuasion to Change Attitudes of Others



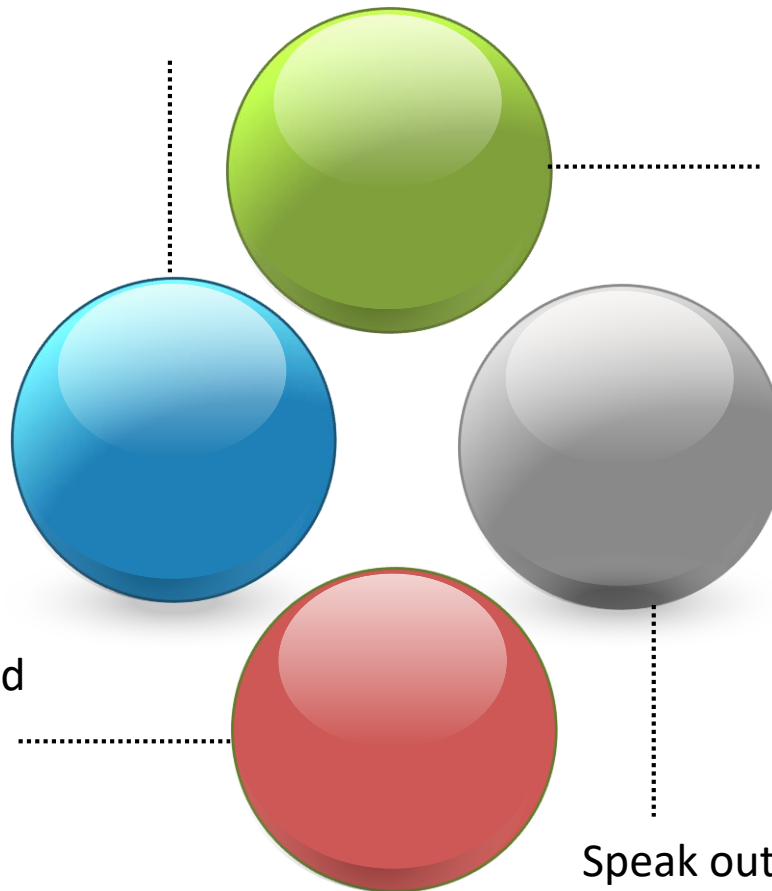
The only way you will be able to persuade others is when you learn to control and change the attitudes of other people. When you change the attitude of other people, their actions and hence their behavior will automatically come under your control. When a person's attitude become favorable towards you, they are more likely to comply with your wishes and agree with your opinions and ideas.

Use Persuasion to Change Attitudes of Others

Following are some of the key points to keep in mind in order to change the attitudes of other people:

Watch your posture at all times.

We have to adopt the attitude we want others to express.



People react and respond in a like manner to the attitude and action expressed by you.

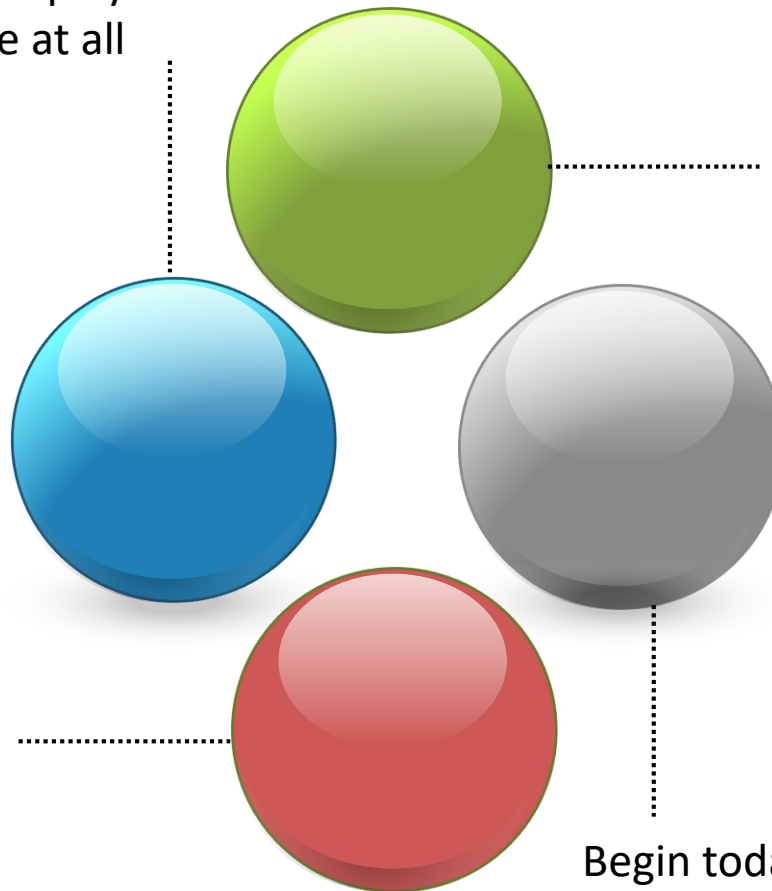
Speak out with confidence and grit.

Use Persuasion to Change Attitudes of Others

Following are some of the key points to keep in mind in order to change the attitudes of other people:

Hold your head up and display a positive body language at all times.

Remember to be enthusiastic because enthusiasm is contagious and spreads from one person to another and so does indifference and lack of enthusiasm.



Confidence breeds confidence. If we believe in our self, and act as if we believe in our self, others will believe in us.

Begin today to develop an enthusiastic, confident attitude and manner.

Factors affecting Attitude Change



The 'formation of attitude' and 'change of attitude' are not separate phenomenon but are interwoven. Based on the changing needs and interests, people tend to accept, change or give up on their existing attitudes. Hence, whenever a person faces any kind of changes in his needs or interests, his attitude may undergo a change.

Factors affecting Attitude Change



There are various factors that affect whether a change or acceptance of a new attitude will take place such as follows:

- Who is the communicator?
- How is the communication presented?
- How is the communication perceived by the audience?
- What is the credibility of the communicator?
- What are the conditions under which the knowledge was received?

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Steps of the Persuasion Process

As proposed by Professor Jay Conger, the following are the steps to be followed in the Persuasion Process:

- **Step 1: Establish Credibility and Trust in Yourself**
- **Step 2: Find a Basis of Common Ground**
- **Step 3: Provide Vivid Proof**
- **Step 4: Connect at an Emotional Level**



Let us look at each in detail.

Step 1: Establish Credibility and Trust in Yourself

Step 1: Establish Credibility and Trust in Yourself:

The first step of the 'Persuasion Process' is to establish credibility and trust in yourself in the minds of the audience. You can do this by using your expertise and knowledge in the field that you are speaking about, by building and then appealing to the strong relationships that you share with your audience, by carefully listening to others and their opinions and by using your history of good judgement to appeal to each person's individual personality.



Step 2: Find a Basis of Common Ground

Step 2: Find a Basis of Common Ground:

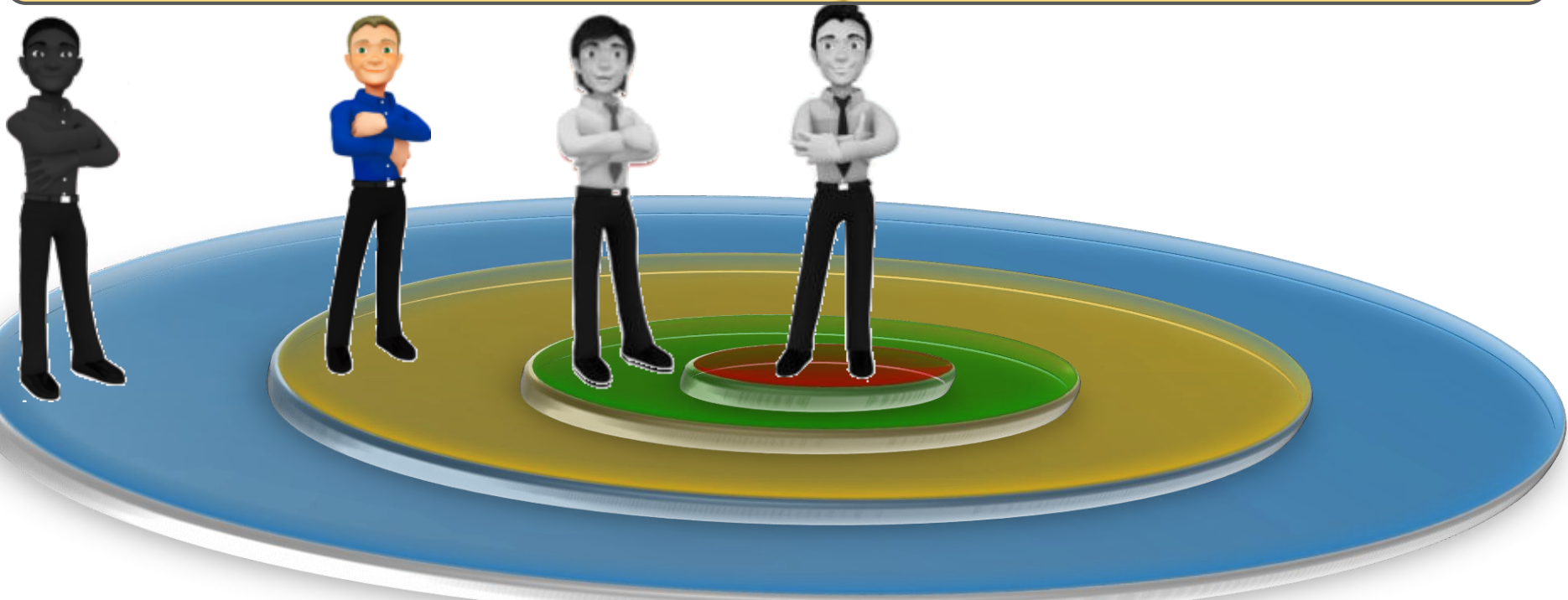
You should 'find a basis of common ground' between you and the other person whom you want to persuade. So, you should find a basis that can be agreed to by all parties for reaching a mutual understanding. First clear and clarify the benefits that your opinions have to offer and then look for mutually beneficial solutions for you as well as the other party. Once you have found the mutual benefits, you should clearly state and define the advantages and benefits to the other party.



Step 3: Provide Vivid Proof

Step 3: Provide Vivid Proof:

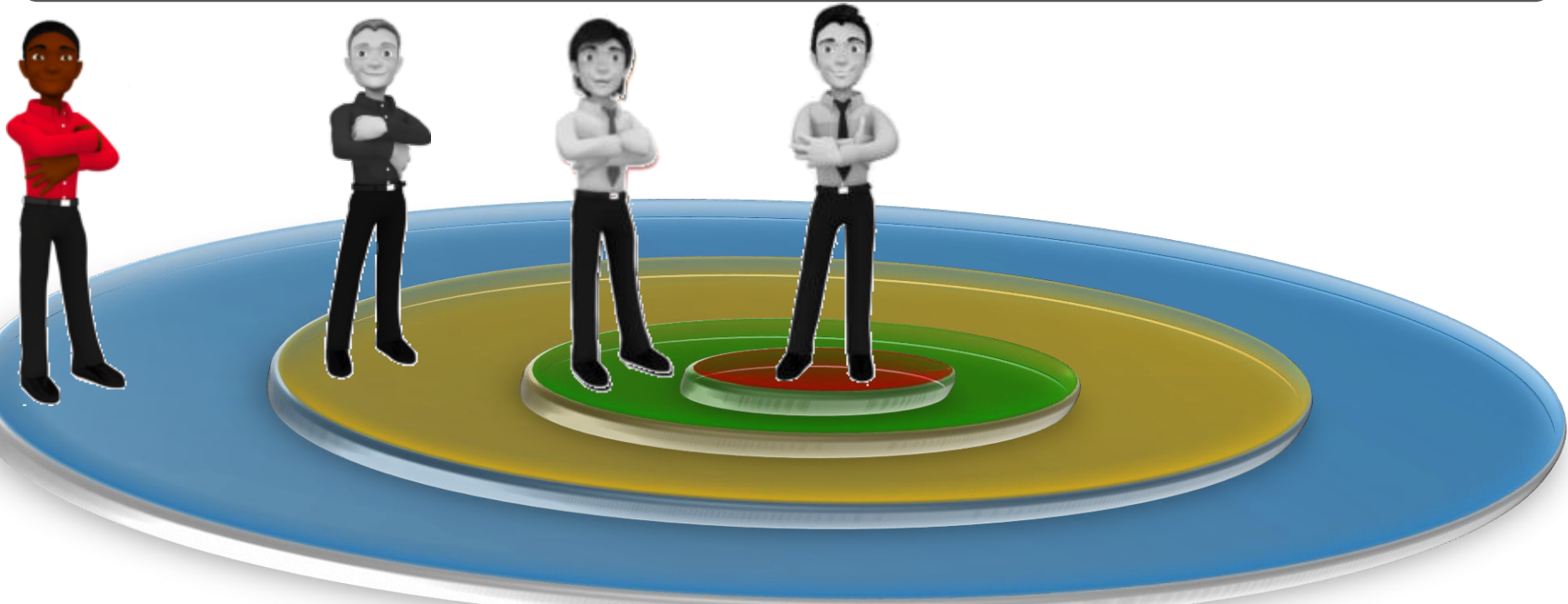
This step involves presenting your audience with vivid or clear proofs to support your statements and opinion. You can use logic and facts to support your statements, using imagery and metaphors to help other person compare and understand your opinions. You can use stories and examples to help other person associate with your ideas and feelings. You may use numbers to prove your statements by presenting spreadsheets to support your statements.



Step 4: Connect at an Emotional Level

Step 4: Connect at an Emotional Level:

This step involves connecting with the other person at an emotional level. You should understand the tangents or aspects to the person's personality. You should show empathy and your respect for their feelings and opinions. You should show your commitment, honesty and dedication. In order to connect at an emotional level, you should have a high degree of self-awareness so that you can understand your own emotions as well as the other person's emotions.



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Role of Communication in Persuasion

Effective Communication is important to persuade people because:

- It is about how information is sent and received between people
- It is crucial for working successfully with others
- It enables to maintain relationships
- It allows to accomplish tasks while working with both individuals and groups
- It motivates
- It helps to overcome obstacles
- It creates a comfortable, trustful and psychologically safe feeling

Dos of Communication for Persuasion

The following are some of the ways that you can use constructive communication for persuasion:

- Validation of each other
- Sensitive listening
- Dual perspective
- Recognize other's concerns
- Seek clarification
- Infrequent interruptions
- Focus on specific issues
- Compromises and contracts
- Useful meta communication
- Summarizing the concerns for both partners



Don'ts of Communication for Persuasion

The following are some of the don'ts of communication and how to avoid using destructive communication for persuasion:

- Disconfirmation of each other
- Poor listening
- Preoccupation with self
- Cross-complaining
- Hostile mind reading
- Frequent interruptions
- Everything is thrown in
- Counterproposals
- Excessive meta communication
- Self-summarizing



Verbal Techniques for Effective Persuasion



Sometimes we may be required to speak to an audience. The norms of persuading an audience are slightly different from when one is speaking to an individual.

Effectively engaging an audience is dependent on the speaker's ability to sound interesting and convey a positive attitude.

Developing good speaking skills involves an increased awareness of your voice, language, body language and tone while speaking.

Verbal Techniques for Effective Persuasion

The following verbal techniques should be considered and carefully put to use while trying to persuade an audience:

- **Voice**
- **Language**
- **Body Language**
- **Tone and Humor**

Let us look at each in detail.

Voice

- **Voice**

Projection

Pace

Modulation

Your primary tool for persuading while speaking to an audience is your voice. When speaking to an audience, think about projection, pace and modulation.



Let us look at each in detail.

Voice: Projection

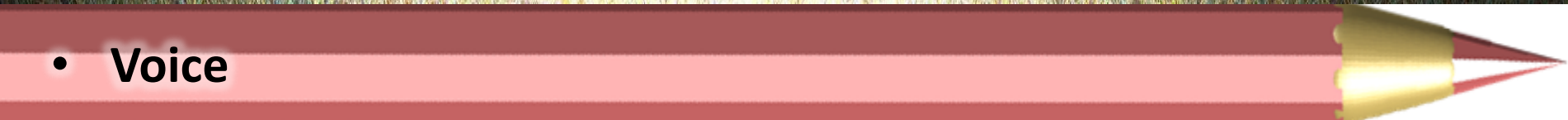
- **Voice**



Projection

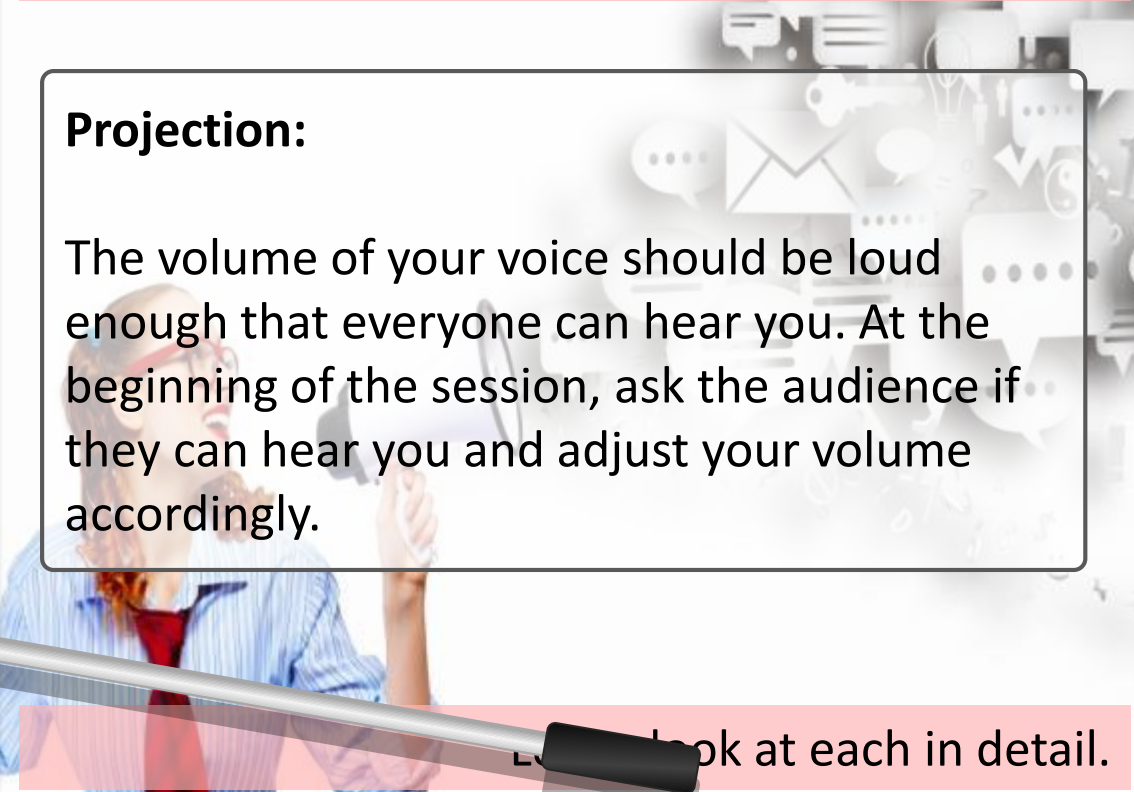
Pace

Modulation



Your primary tool for persuading while speaking to an audience is your voice. When speaking to an audience, think about projection, pace and modulation.

Projection:



The volume of your voice should be loud enough that everyone can hear you. At the beginning of the session, ask the audience if they can hear you and adjust your volume accordingly.



Look at each in detail.

Voice: Pace

- **Voice**



Projection

Pace

Modulation

Your primary tool for persuading while speaking to an audience is your voice. When speaking to an audience, think about projection, pace and modulation.

Pace:

Make sure you are not going so fast that people cannot keep up, or so slow that people get bored and stop paying attention... You can also use strategic pauses, such as pausing just before an important point in order to emphasize it.

Let us look at each in detail.

Voice: Modulation

- **Voice**

Projection

Pace

Modulation

Your primary tool for persuading while speaking to an audience is your voice. When speaking to an audience, think about projection, pace and modulation.

Modulation:

Varying your inflection and volume will keep your audience's attention, whether your natural speaking voice is high or low, loud or soft.

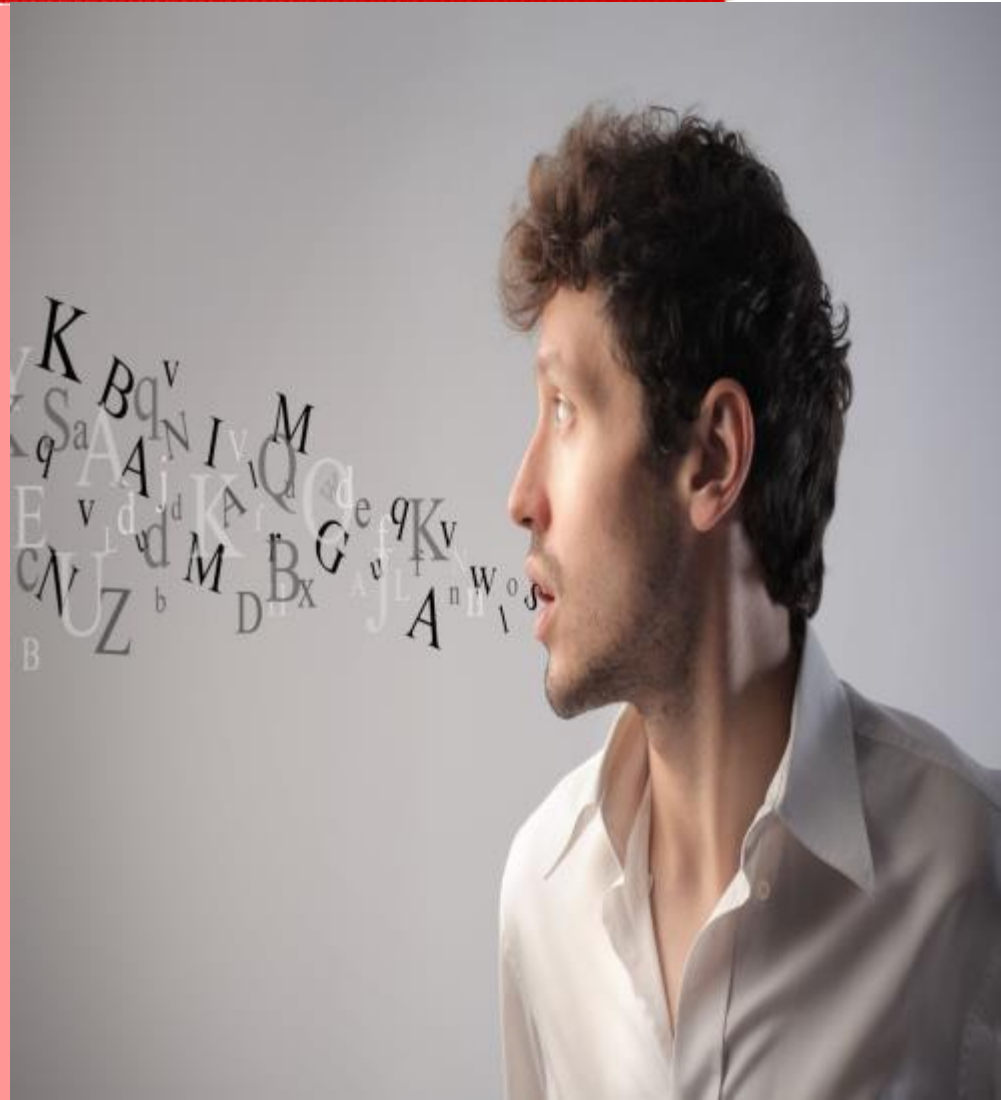
Let us look at each in detail.

Language

- Language

- **Language:**

- Avoid using technical terms, explain the concept and difficult terms.
- Use analogies to explain difficult concepts or ideas.



Body Language

- **Body Language**

- **Body Language:**

- Develop eye contact with your audience.
- Use gestures to emphasize points and keep your audience's attention.
- Stand up. It keeps your audience's attention.
- Walk around to keep your audience's attention.
- Relax! Be conscious of your body posture throughout the session.
- Smile and laugh! It engages your audience and makes you more approachable.



Tone and Humor

- **Tone and Humor**

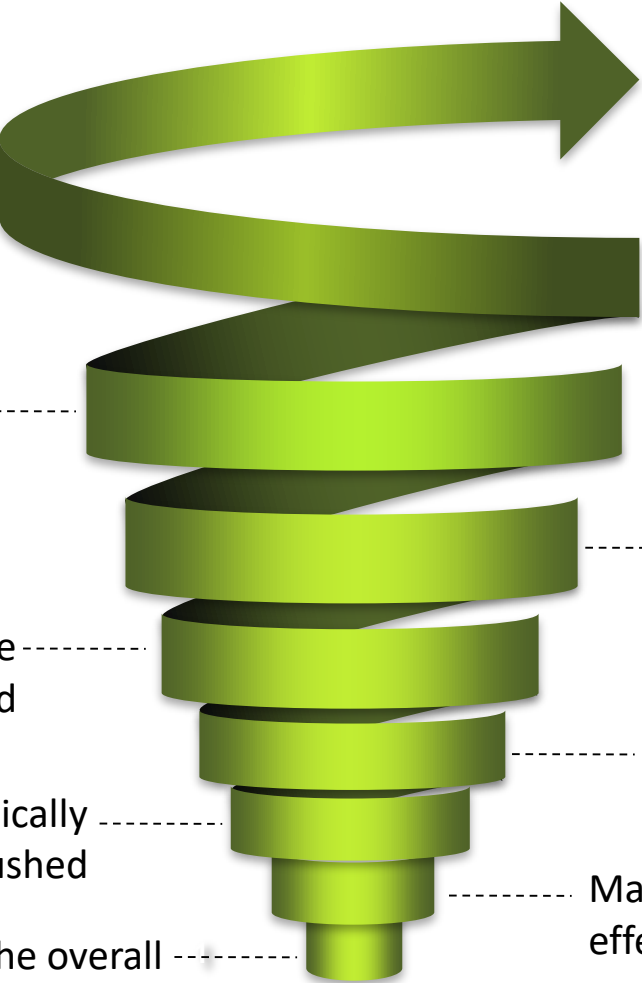
- **Tone and Humor:**

- Use your tone to convey an infectious enthusiasm for the topic.
- Be positive and upbeat and don't focus on negatives or difficulties.
- Incorporate humor into your discussion, this will help you build rapport with your audience.



Tips for Effective Communication for Persuasion

The following are a few tips for effective communication for persuasion:



Show grace, when appropriate

Grant forgiveness or put
aside our own needs, if
possible

Honor yourself, your
audience and the
relationship

Aim for win-win discussions

Use bracketing to keep the
discussion focused

Be flexible

Both people should be psychologically
present and not rushed

Mange time during discussion
effectively

Focus on the overall
communication system

Delivery of the Persuasion Pitch

There are two ways in which a person may deliver or make a persuasion pitch, such as follows:



Effective/Positive Delivery



Ineffective/Negative Delivery

Let us look at each in detail.

Effective/Positive Delivery of Persuasion Pitch



Effective/Positive Delivery

- **Supportive:** The persuasion pitch is delivered in non-threatening and encouraging manner.
- **Helpful:** The persuasion pitch is meant to be of value to the other person.
- **Descriptive:** The persuasion pitch focuses on behavior that can be changed.
- **Sensitive:** The persuasion pitch takes into consideration the other person and is sensitive to their needs.
- **Considerate:** The persuasion pitch is intended to not insult or demean.
- **Direct:** The persuasion pitch is focussed and clear.
- **Healthy timing:** The persuasion pitch is given at an opportune time.
- **Thoughtful:** The persuasion pitch is well thought out rather than impulsive.
- **Specific:** The persuasion pitch is focused on specific behaviors or events.

Ineffective/Negative Delivery of Persuasion Pitch


- **Indirect:** Ideas are not addressed directly and persuasion pitch is vague.
- **General:** Persuasion pitch aims at broad issues which cannot be defined.
- **Insensitive:** Such persuasion pitch has little concern for needs of the other person.
- **Attacking:** Aggressive and focusing on the weaknesses of the other person.
- **Disrespectful:** The persuasion pitch is disrespectful and almost insulting.
- **Poor timing:** The persuasion pitch is not given at an optimum time.
- **Impulsive:** The persuasion pitch is given thoughtlessly, with little regard for the consequences.
- **Judgmental:** Persuasion pitch is prejudiced and judges personality rather than behavior.
- **Selfish:** The persuasion pitch meets only the speaker's needs, rather than the needs of the other person.



Objectives

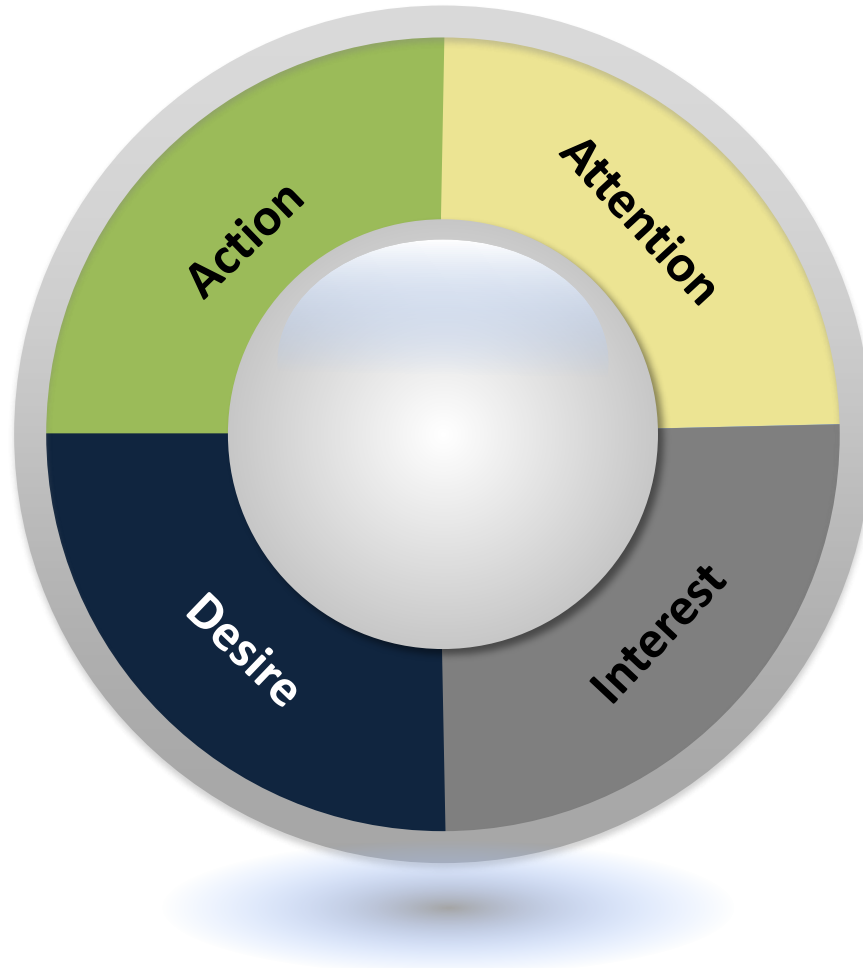
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How to Write Persuasively?

- 
- **Every kind of writing is written with one purpose in the mind of the writer – to capture the readers' attention.**
 - **Whether it is a report, a presentation, an advertisement, an email or any other form of writing, effective writing is the key to success.**
 - **The acronym AIDA is a handy tool for ensuring that your copy, or other writing, grabs attention and is persuasive.**
 - **Use the AIDA approach when you write a piece of text that has the ultimate objective of persuading and getting others to take action.**

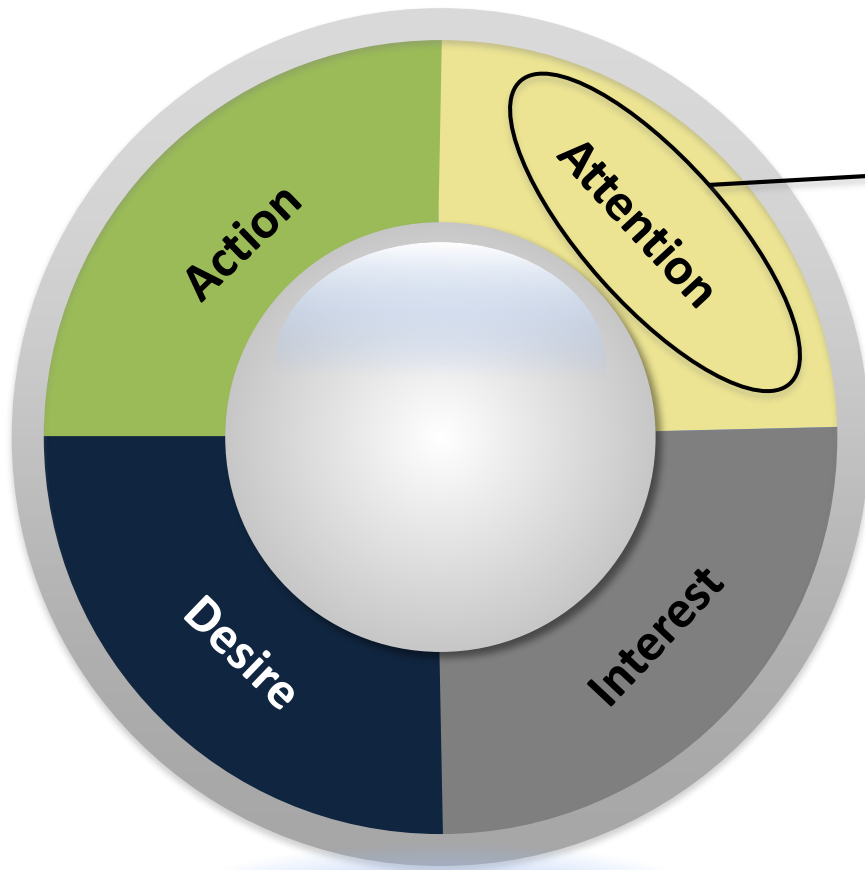
AIDA for Persuasive Writing

One of the most common tools for 'Persuasive Writing' is 'AIDA'. The acronym, AIDA stands for:



Let us look at each in detail.

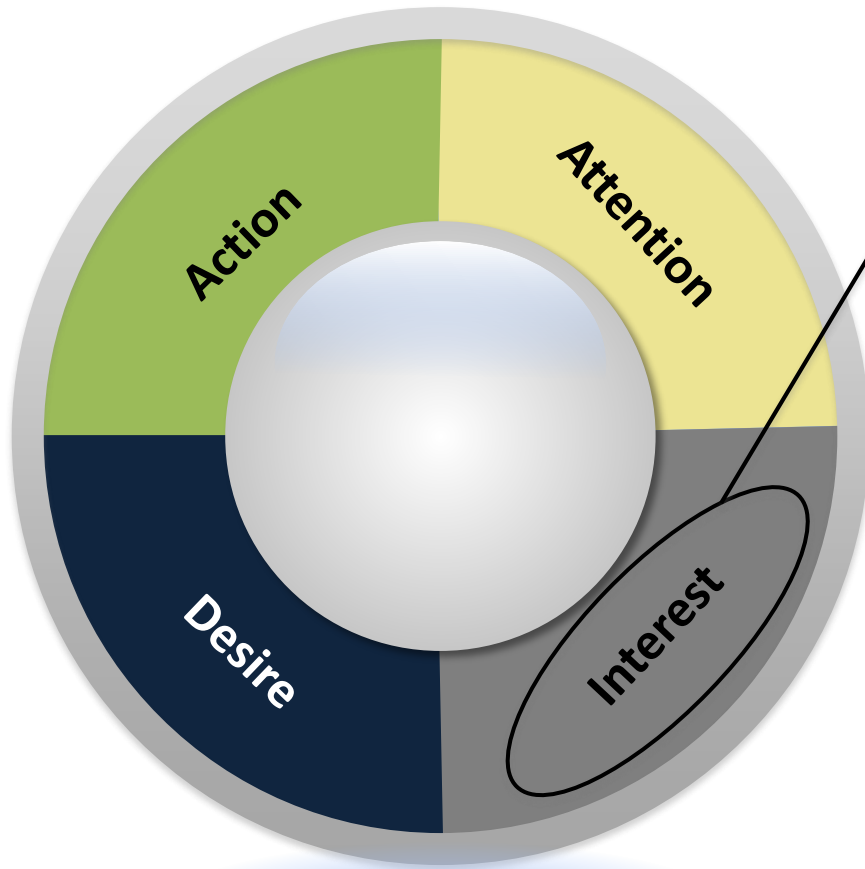
Attention/Attract



Attention (or Attract)

You can grab people's attention by using powerful words, or a picture that will catch the reader's eye and make them stop and read what you have to say next.

Interest



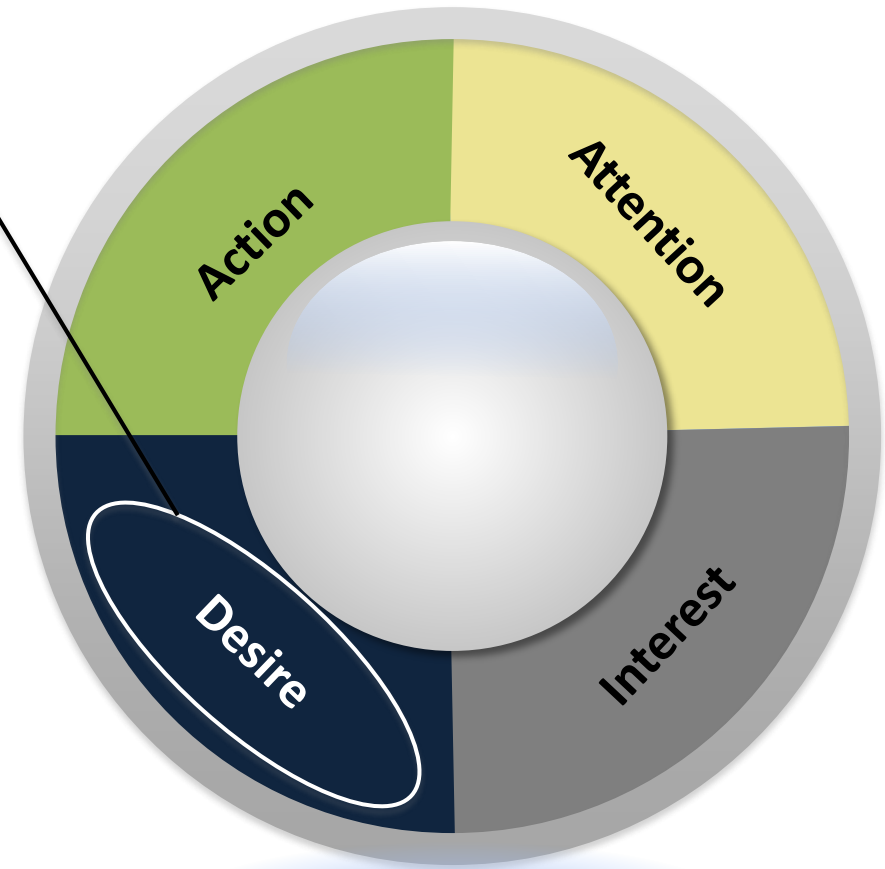
Interest

Gaining the reader's interest is a deeper process than grabbing their attention. Help your readers to pick out the messages that are relevant to them quickly by using bullets and subheadings, and break up the text to make the points stand out.

Desire

Desire

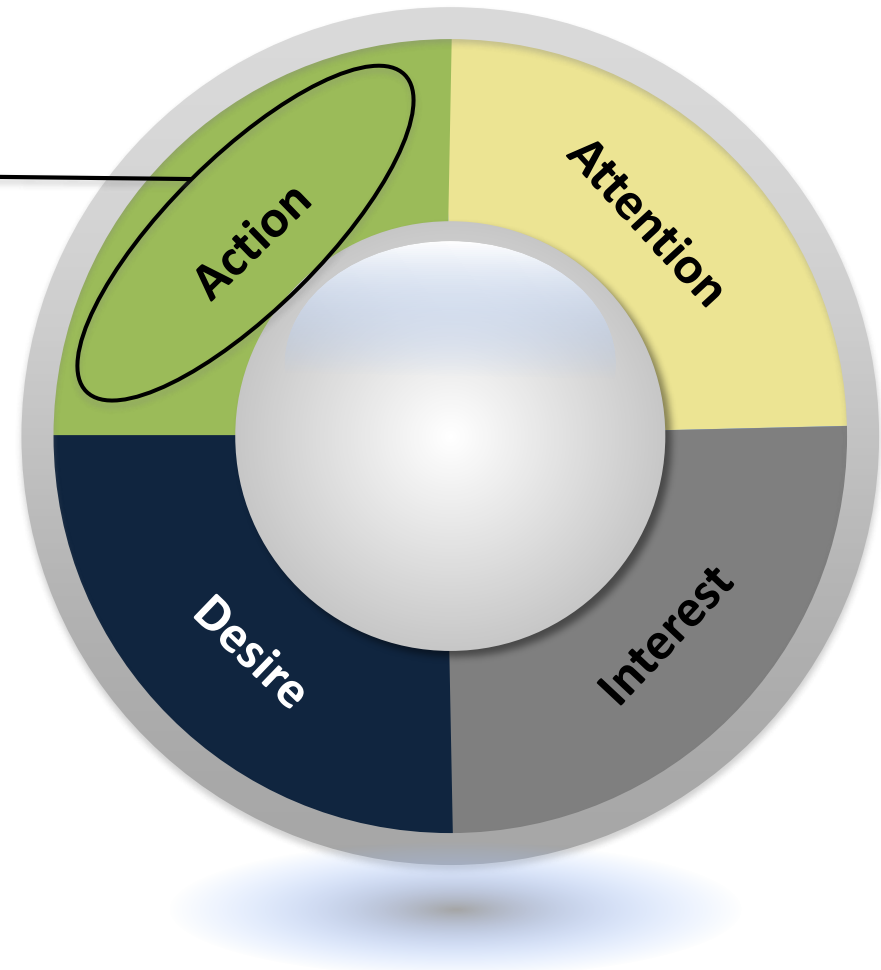
The Interest and Desire parts of AIDA go hand-in-hand. Simultaneously to building the reader's interest, you have to also tell him how your message can help them. The main way of doing this is by appealing to their personal needs and wants.



Action

Action

Be very clear and specific about what action you want your readers to take. Give them specific information about the action to take rather than leaving it to them figure out what to do for themselves.



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The Rhetoric of Persuasion



‘Rhetoric’ means using language effectively to please or persuade someone. You can understand that when speaking to an audience then the main goal of communication is to please or persuade the audience. Some people are naturally good at rhetoric while some are not.

The Rhetoric of Persuasion

The great Greek Philosopher Aristotle proposed that there are three modes of rhetoric that a person can use for persuasion. These three modes of rhetoric are:

- **Ethos**
- **Pathos**
- **Logos**

Let us look at each in detail.

Ethos

- **Ethos**

- **The word 'Ethos' is of Greek origin and means the word 'character'.**
- **'Ethos' in rhetoric is a show of the speaker's character and/or credentials.**
- **Hence, while using 'Ethos' in rhetoric for persuading a person, the speaker demonstrates his own power and authority.**
- **As per Aristotle, 'Ethos' is the most important attribute of any communication.**



Ethos



So, a speaker using 'Ethos' has to create a sense of credibility and trustworthiness for himself in the minds of the audience. Only when the audience can trust and believe in the writer or speaker's character, only then will they be persuaded by such a writer or speaker.

Pathos

- **Pathos**

- **The word 'Pathos' is of Greek origin and means the word 'suffering' or 'experience'.**
- **'Pathos' in rhetoric is an appeal made by the speaker to emotions of the audience.**
- **Such emotions thus stirred in the audience are intended to move and motivate the audience to take action.**
- **You should use pathos effectively to move people to act on your issue.**



Pathos



Pathos can prove to be one of the strongest appeals that you can make to your audience to take action. Using a narrative story is one of the easiest ways of conveying a message using Pathos. Therefore, 'Pathos' impacts both the emotional as well as the imagination of an audience.

Logos

- **Logos**

- **The word 'Logos' is of Greek origin and means the word 'reasoning'.**
- **'Logos' in rhetoric is an appeal made by a writer or speaker to the reader or listener's logical reasoning.**
- **You can use 'Logos' to add credibility to your argument when you build your argument using basic building blocks of common sense.**



Logos



You should bear in mind that in order to use 'Logos' in your speech effectively, you should know the audience before presenting such ideas.

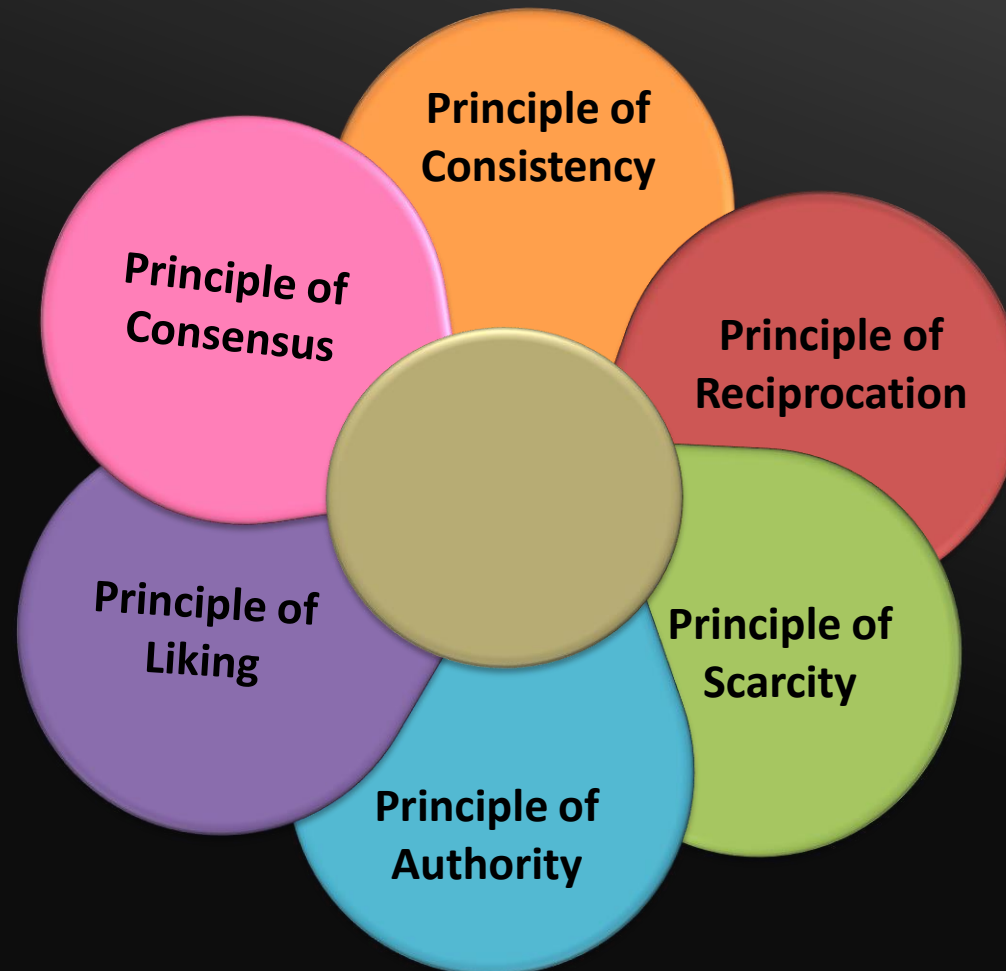
Hence, you can see that 'Logos' can be used to appeal to the logical sense and reasoning of the audience which forms a base for justifying your opinions or ideas.

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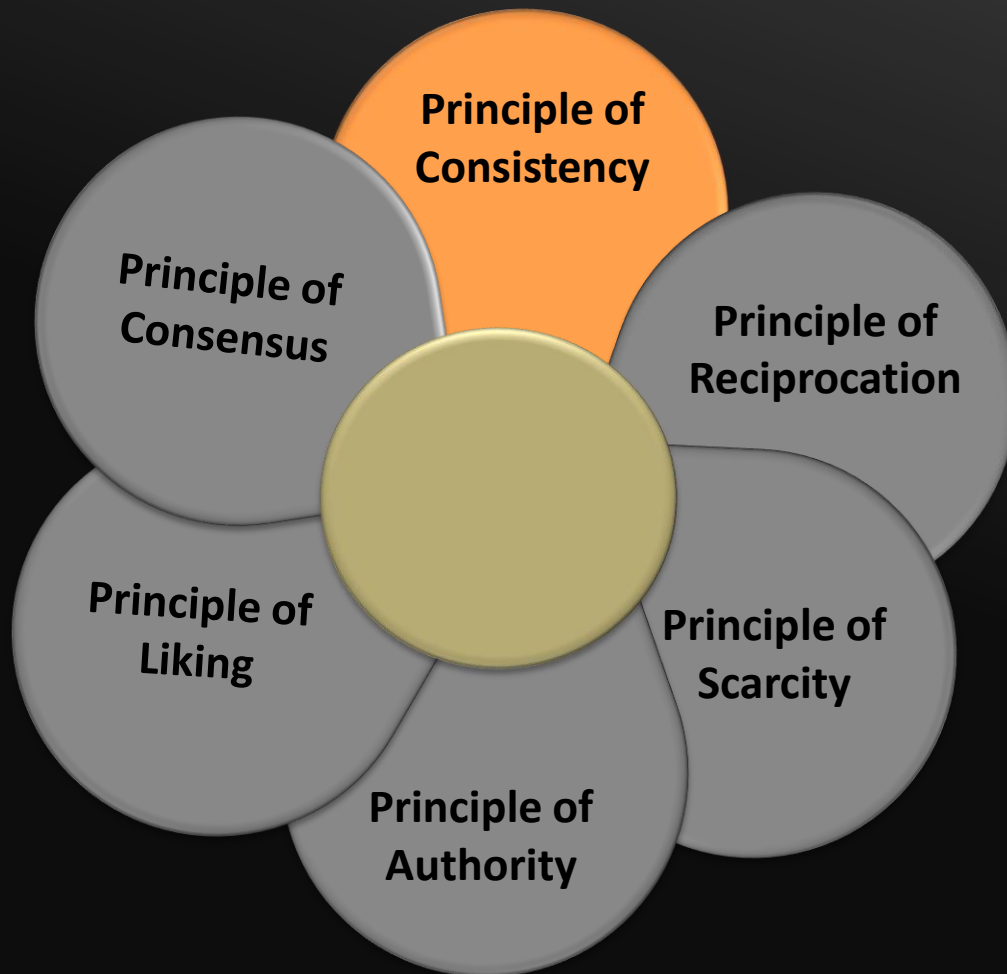
Major Principles of Persuasion

The following are the major principles of persuasion:



Let's look at each in detail.

Principle of Consistency



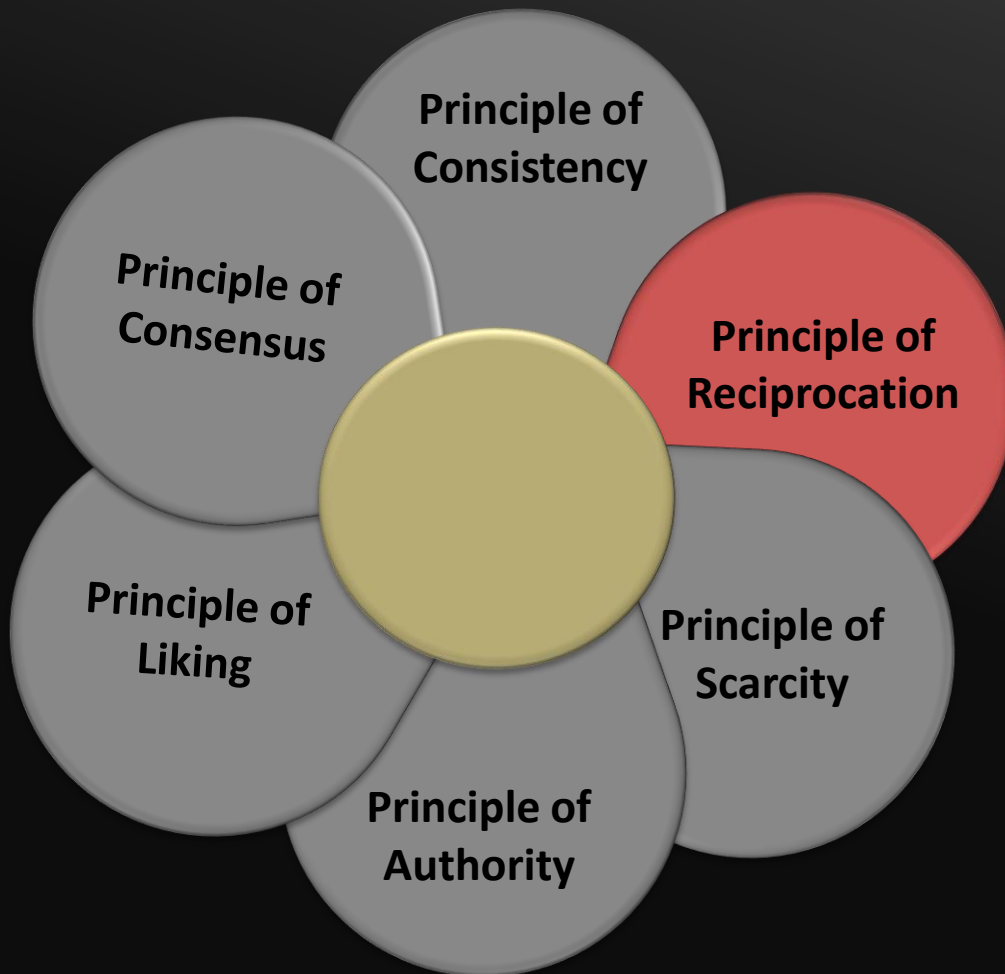
Principle of Consistency:

Until a person is committed, there is hesitancy, the chance to draw back and always ineffectiveness.

Also, consistency is important because repetition of the same thought or physical action develops into a habit which, repeated frequently enough, becomes an automatic reflex.

The commitment and consistency rule states that once we make a decision, we will experience pressure from others and ourselves to behave consistently with that decision. As per this principle, a person can be pressured into making either good or bad decisions depending on his commitment and consistency of behavior.

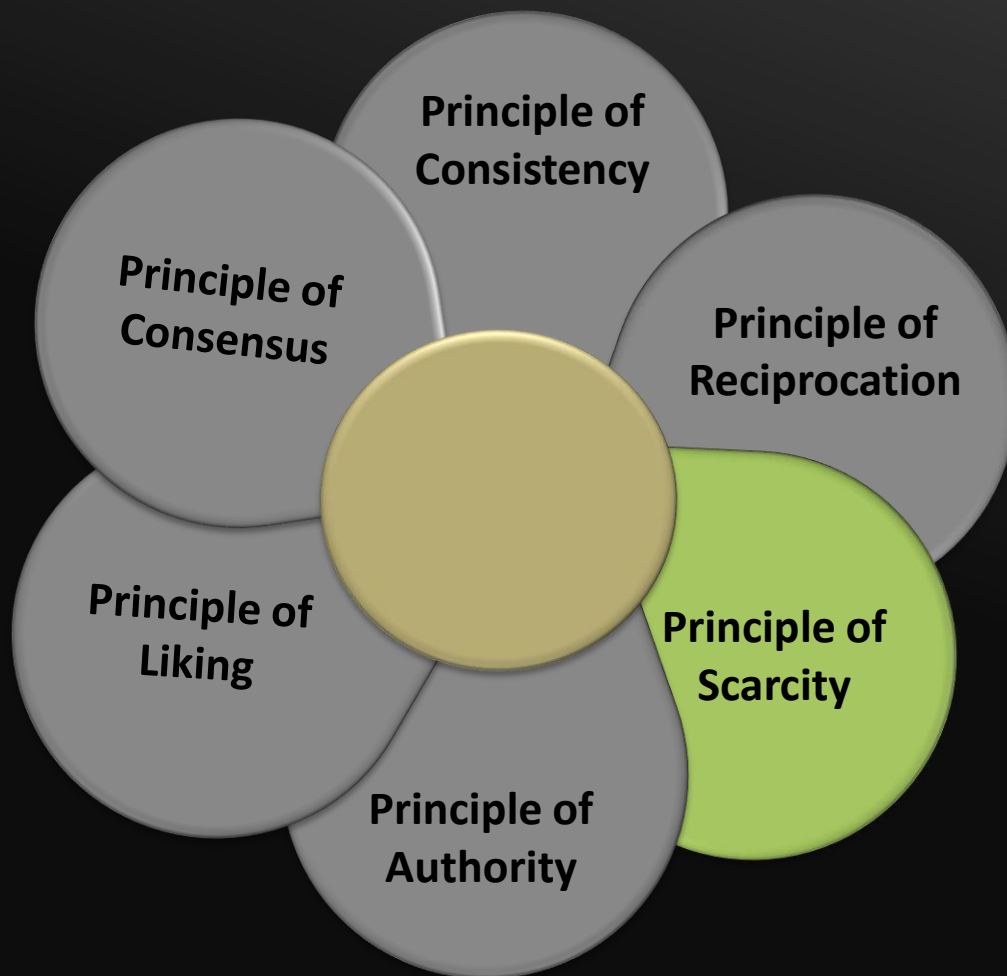
Principle of Reciprocation



Principle of Reciprocation:

Reciprocation is important in order to persuade others because when you give yourself, you receive more than you give. This is because trying to get without first giving is as fruitless as trying to reap without having sown. When the requester first presents the other person with an initial favor or initial concession, the requester will have enlisted a powerful ally in the campaign for compliance. People generally succumb to the reciprocity rule and comply with the requester's wish. The rule of reciprocation states that humans have an inherent desire to return favors. By doing a favor you can persuade a person to return the favor in the form of agreeing with you or buying your products or services.

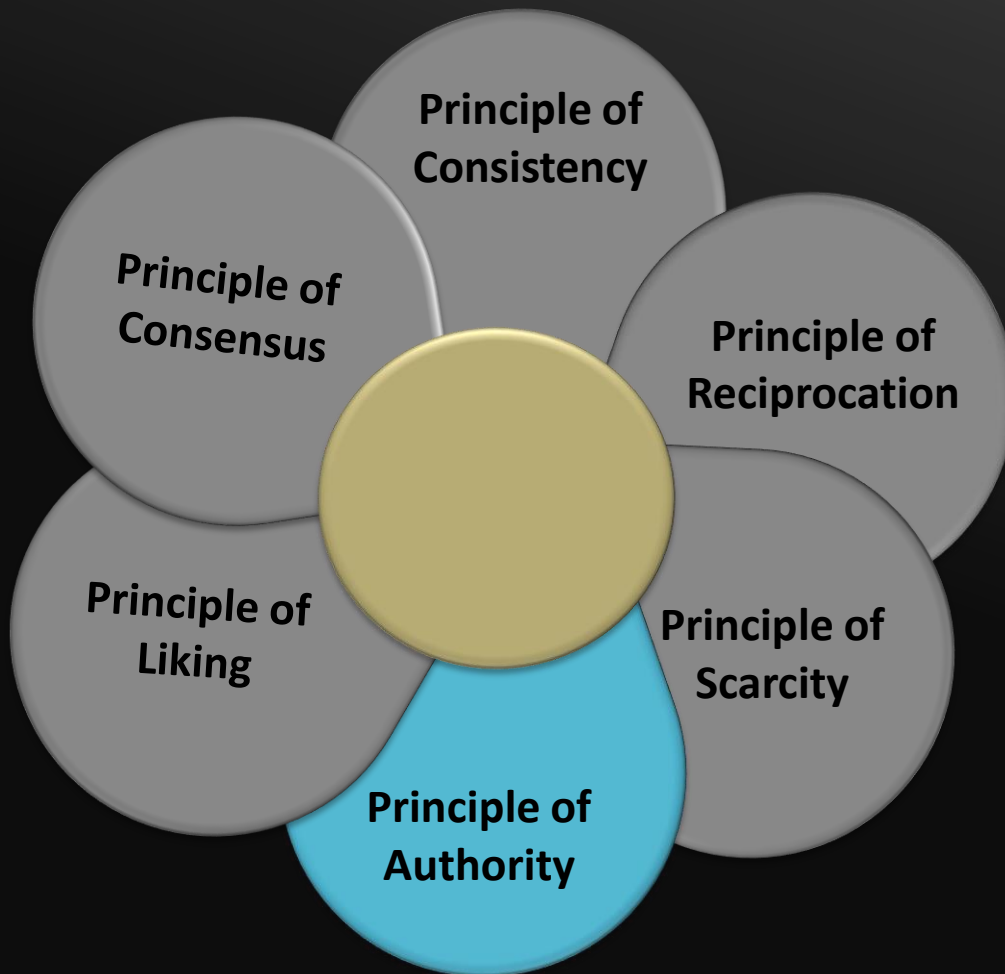
Principle of Scarcity



Principle of Scarcity:

The principle of scarcity states that we are more easily persuaded when the resource is limited. The primary reason scarcity is so effective for persuading people is that generally we are more motivated by loss than gain. Scarcity implies rarity, high quality, and high demand, all influences that increase our demand for the resource. You can adapt the same scarcity principle in everyday conversations for persuading people. Tell the person there is “limited time”, “a rare opportunity”, or “high demand because it's popular”. Scarcity phrases appeal to both the left and right brain functions because they are verbal and mathematical numbers (left brain) but also contextual and focus on the future (right brain).

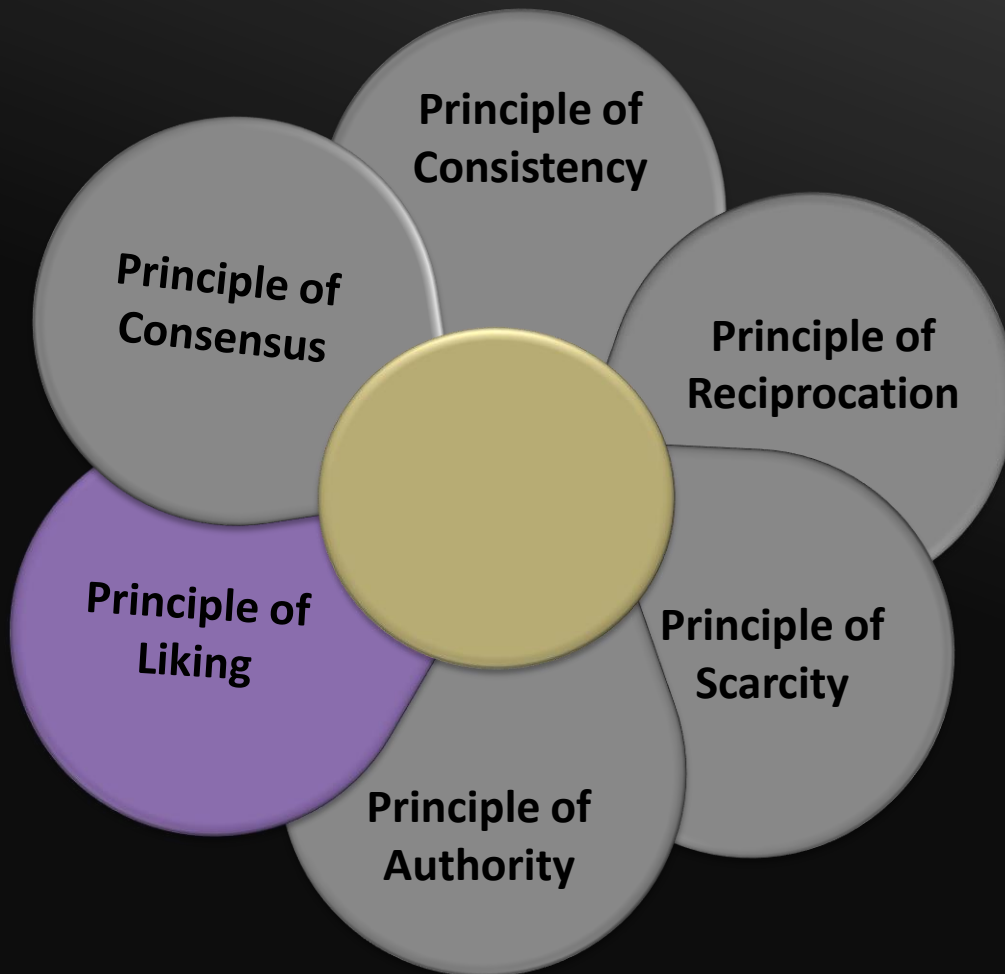
Principle of Authority



Principle of Authority:

Authority plays a major role in persuading people. However, you should remember that you don't have to hold a position in order to be a leader. The principle of authority states that we are more easily persuaded by those with authority. There are symbols of authority you can use to increase your authority and persuading power. The three typical symbols of authority are title, clothing, and perceivable wealth. Title can be the occupation's prefix like "doctor" and "professor". The second symbol of authority is clothing which consists of all the clothing a person wears. Lastly, perceivable wealth can consist of the respective person's house, jewelry, business, and any other wealth the person being persuaded can see.

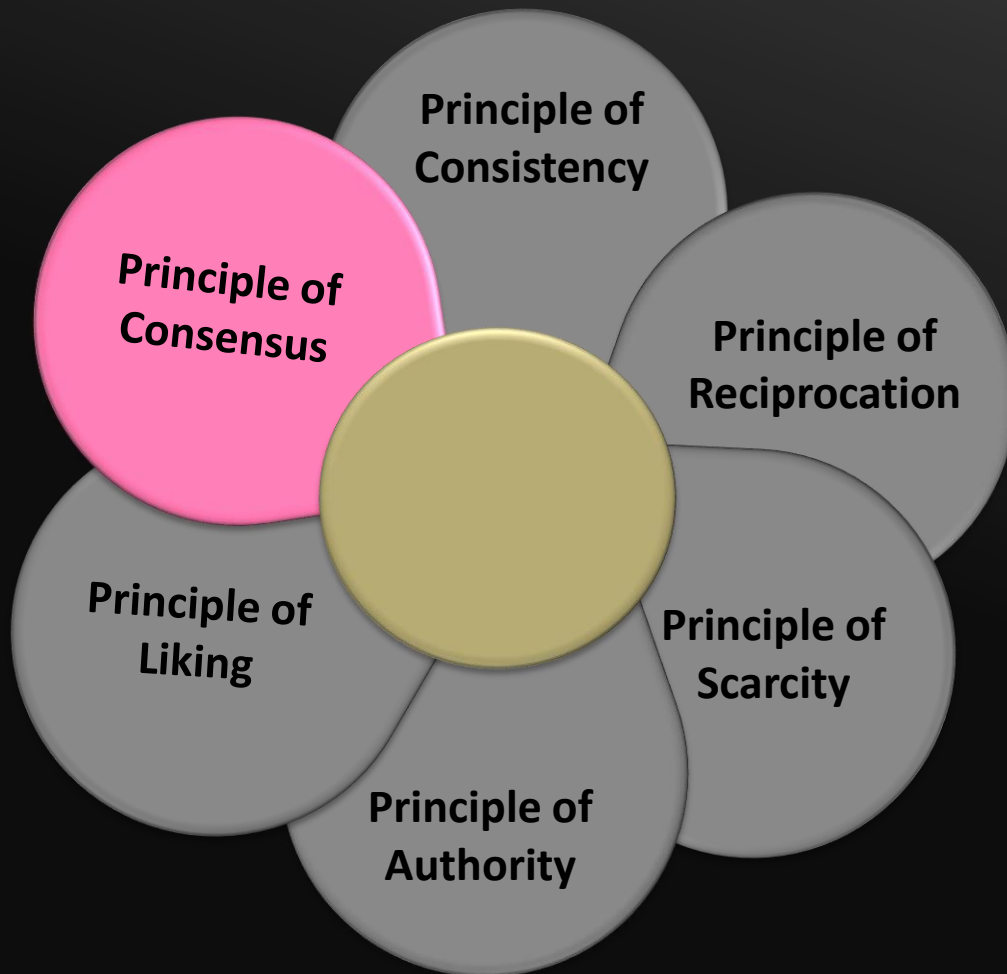
Principle of Liking



Principle of Liking:

An important principle of persuading people is that leadership comes through respect and a large part of respect comes from liking someone. This is because each man is led by his own liking. The principle of liking says that people will say “yes” more often to those they like. If there was a situation of choosing who would likely follow your request between a complete stranger versus a friend, you can be very confident in knowing your friend is more likely to comply with your request than the stranger. There are six principles of liking: physical attractiveness, familiarity, compliments, association, cooperation, and similarity.

Principle of Consensus



Principle of Consensus:

You should remember that men are like sheep, of which a flock is more easily driven than a single one.

The sixth principle of persuasion, consensus, states that people look to others and follow what they are doing. Hence, in order to persuade people, it is better to create an impression and persuade a mass of people to follow you, which leads the other people to follow you automatically.