

# PERSUADING OTHERS

## 1. Establish Trust and Rapport

### Rogerian Technique

Confrontational

Rogerian



AGGRESSIVE

EMPATHETIC

COMBATIVE

UNDERSTANDING

UNYIELDING

COLLABORATIVE

FORCEFUL

RESPECTFUL

- Listen actively without interrupting.
- Acknowledge their feelings and viewpoints.
- Reflect back their statements to show understanding.

### Listening and Body Language



- Maintain eye contact.
- Lean slightly forward and nod occasionally to show engagement.
- Use open gestures and facial expressions to convey openness.

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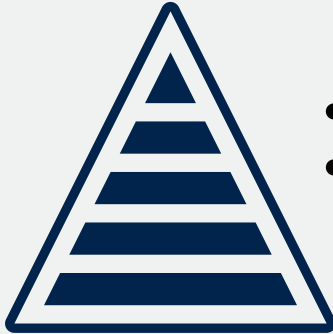
## 2. Understand Their Needs and Desires

### Maslow's Hierarchy of Needs

- Physiological Needs
- Safety Needs
- Love and Belongingness Needs



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- Esteem Needs
- Self-Actualization Needs

- Identify which level of needs they are expressing.
- Ask questions about their goals and challenges.
- Relate their needs to your message or proposal.
- Restate their statements for confirmation.
- Seek clarity on unclear points.
- Summarize to ensure mutual understanding.

## 4. Appeal to Emotions and Logic

### Aristotle's Persuasion Modes



- Establish your credibility upfront.
- Include emotional anecdotes or examples.
- Present logical arguments and evidence.
- Use personal and hypothetical examples to connect with audience.

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## 5. Provide Value and Solutions

### SPIN Technique

- S** • **Situation:** Assess current situation and needs
- P** • **Problem:** Identify pains and problems they have
- I** • **Implication:** Underscore why the pains need solving
- N** • **Need Payoff:** Offer solutions with benefits

- Discuss the current situation and ask situational questions.
- Identify problems and implications of these problems.
- Discuss the benefits of your solution in relation to their needs.
- Provide successful examples.

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## 3. Communicate Clearly and Effectively

### 7 Cs of Communication



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- Be concise and clear in your language.
- Ensure your message is coherent and logically structured.
- Check for understanding and correctness.
- Adjust tone and voice for emphasis and audience engagement.
- Use charts or images for clearer, memorable communication.

## 6. Reinforce with Social Proof and Authority

### Cialdini's Social Proof



- **External:** Share testimonials from satisfied clients or customers.
- **Internal:** Gain backing from colleagues and superiors.
- Spotlight prior successful projects (external/internal).
- Share insights and endorsements from experts (external/internal).
- Present data and research supporting your claims.

