

# The ROCK #9 - Persuasion

## What is it?

The days of commanding and controlling people are over. Intimidation and force have been replaced by persuasion. In both personal and professional settings, relational and collaborative methods work better. You can't just say "you need to do this because I said so." You need to be able to convince people through words and deeds. Persuasion is winning the heart and mind of someone ethically.

Your *Heart* is the emotional "buy in"  
Your *Mind* is the logical "buy in"

*A person must act to persuade.  
Persuasion is what you do to affect what people do.*

## Persuasive people are:

- + empathetic
- + caring
- + self-assured
- + bold
- + communicative
- + persistent
- + resilient

## Persuasion vs. Influence

Many people think that the terms "persuasion" and "influence" are interchangeable. While they are similar, they are different in some ways. When you try to change a person's behavior through words and actions, you are using persuasion. If you change another person's thoughts, feelings, and behaviors based on your character, you are practicing influence. Influence is turning your vision into reality by motivating and inspiring people. Some people can bring about change with the power of their style and personality. Over time they build a great deal of trust and credibility. Persuasion has a subtle difference from influence. Persuasion is a way of communicating what you want that changes the opinions of people. Persuasion makes them believe certain types of information.

## Persuasion vs. Manipulation

Persuasion is not coercive, conniving, or devious. It is not underhanded or self-serving. It is not manipulation. Persuasion is *good*. Manipulation is *evil*. The difference is in the intent. Persuasion aims to serve and enhance the self esteem of the other person. Manipulation aims at control *not* cooperation. Manipulation does not consider the *good* of the other person. It does not matter whether this is intentional or not. It is still manipulation.

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## Six Ways to Get People to Do Things

1. Legal Pressure
2. Financial Incentive
3. Emotional Duress and Guilt
4. Physical Force and Bullying
5. Compliments-Both true and false
6. Persuasion

*The best and most effective of these is persuasion.  
Persuasion is the efficient and effective way to get things done.*

## Why?

- + Persuasion is more powerful
- + Persuasion frequently get things done quicker
- + Persuasion is usually cheaper
- + Persuasion almost always yields more effective results, both short and long-term

*Persuasion is convincing rather than coercion or intimidation.  
Coercion is about getting people to do what you want them to do.  
Convincing is about getting people to want to do what you want them to do.  
People want to think they make up their minds on their own. When they come to their own decision about what you want them to do, it is their idea.*

## Persuasion Techniques

- + Being clear about what you want
- + Respecting the other person
- + Appealing to their values
- + Stating your proposal clearly to meet their needs
- + Listening for feelings as well as ideas of the other person
- + Demonstrating empathy
- + Matching your tone of voice and body language to theirs
- + Being authentic in everything you say and do
- + Your goal is to find the "win-win" solution

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## Six Principles of Persuasion by Robert Cialdini, The Father of Persuasion

1. Reciprocity - “Do unto to others as you would have them do unto you.” People repay you in kind.
2. Scarcity - People want what is rare. People want what they can't get and can't find.
3. Consistency – “Say what you mean, and mean what you say,” and follow through with promises.
4. Liking – “We like those who like us.” Be approachable, seek similarities, give true compliments when necessary.
5. Authority – We like people in the know. Be subtle, but distinguish yourself. Become an expert.
6. Social Proof - Use testimonials and referrals.

## Preparation for Persuasion

- If you wish to be a very good persuader, it will not happen automatically. It takes a certain mindset and preparation. You need to prepare yourself
- and have a positive mental attitude. Do not waste your time with negative thoughts or ill wishes for others.
- People that are persuasive are generous and seek what is best for all. If you work for the good of everyone, it tends to draw people to you. Focus on “win-win” outcomes for everyone.
- Be action-orientated and aim for common goals. People want to be around somebody like this. People tend to buy in to your ideas and follow your efforts.
- One of the most important things you can do is act ethically and trustworthy. If you behave in a consistent and responsible way, people know what to expect of you. They feel safe around you.
- If you are honest with people and demonstrate a desire to work for the benefit of others, your skill of persuasion increases. Your success with working with others is enhanced.
- Last, but not least, demonstrate confidence. Make decisive decisions and people will respect you. Demonstrate strength and resolve, and people will flock to your door. Confidence is the glue that allows you to demonstrate the traits that make you a great persuader.