Influence & Persuasion

Tips and Tools

Four Most Common Mistakes

01 Attempt hard sell upfront
02 Take positions and resist compromise
03 Believe great persuasion lies in great arguments
04 Believe persuasion is an event, a one-shot effort

When Triggered!

- Notice - what's happening in my body
- Back to Moment - Breathe
- Ask questions - grounded
- Energy - match emotion to the task

People Never Argue with Their Own Data 5-Q Process

4 Essential Conditions for Improving Influence

- Credibility
- Trust
- Relationship
- Shared Vision

4 Questions of the Receiver

- Do I trust you? Do I like you?
- What do you think I should do?
- Why should I do that?
- How much will it cost/benefit me?

Listen to Your Listening!

Three Levels of Listening

- Yes, but
- Yes, and
- Yes, yes

Personal Strategies

- Power Pose Let Go!
- Have Alternatives
- Take a Mini Moment
- Use Their Data
- 5-Q process

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