

# INFLUENCE & PERSUASION

## TIPS AND TOOLS

### FOUR MOST COMMON MISTAKES

 <b>01</b> Attempt hard sell upfront	 <b>02</b> Take positions and resist compromise	 <b>03</b> Believe great persuasion lies in great arguments	 <b>04</b> Believe persuasion is an event, a one-shot effort
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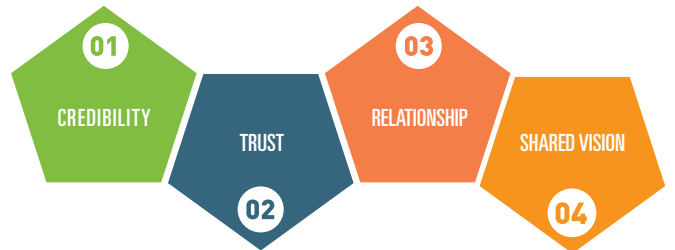
### WHEN TRIGGERED!

 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



### 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