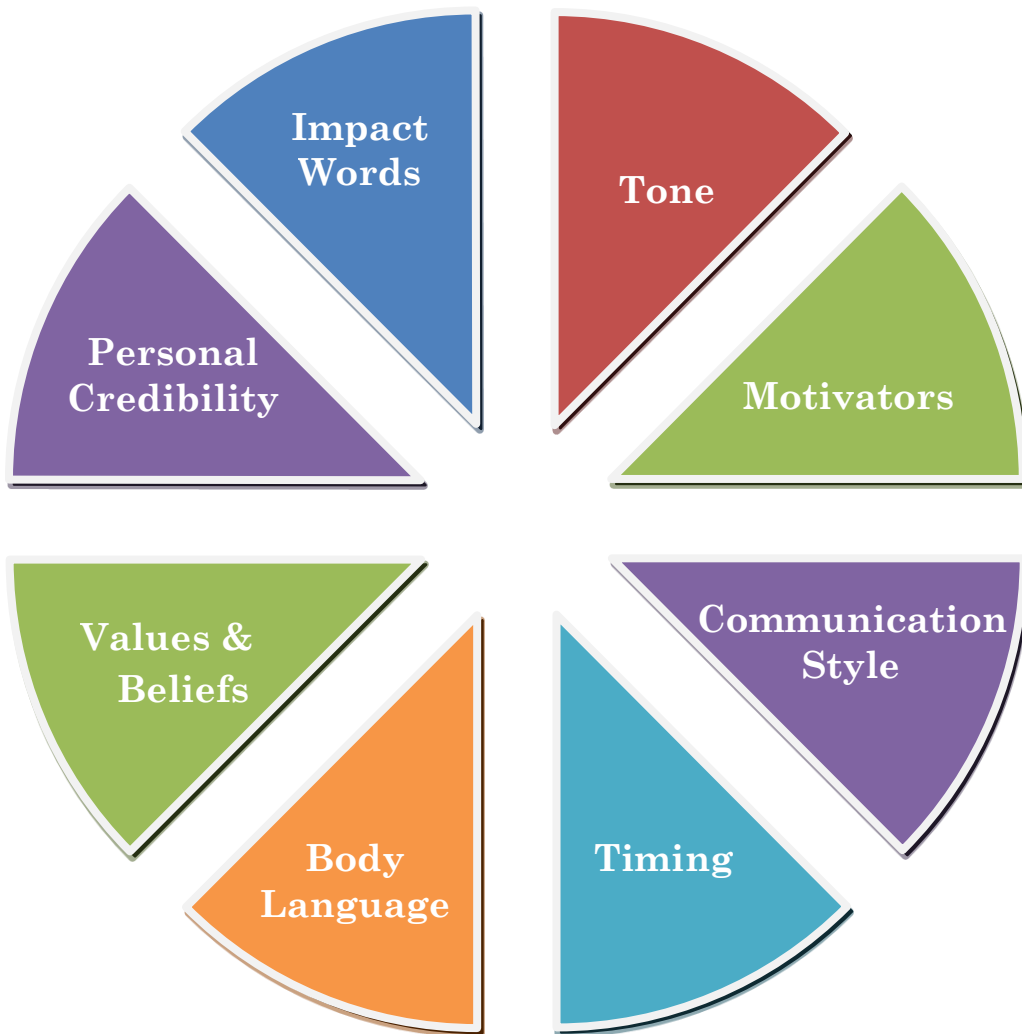


Communicating to Influence or Persuade



Persuasion Guidelines:

1. Know what you want.
2. Formulate a clear and accurate plan for persuading others.
3. Consider the buyer's viewpoint.
4. Show the domino effect, positive or negative.
5. State the benefits of a desired outcome whether for yourself, the receiver, the department, or the organization.
6. Watch for bad logic that confuses your audience.
7. Offer options.
8. Keep in mind the format you will use to present your case.
9. Try to gauge your receiver's communication style preference.
10. Watch and listen to the receiver.
11. Frame your questions in a way that will generate the answer you want.

Example:

"Would you rather I attend the conference in May in California or the seminar in September in Atlanta?"

Activity: Small Group – Assigned by Joan

