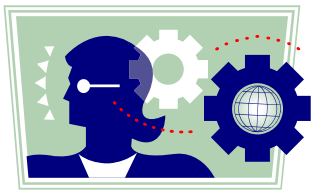
Persuasive Presentations Tip Card Sheet

Spoken Impact
Creating presentations that mean business

PERSUASION MODEL



Purpose
Change: Emotions, Beliefs or Behavior

The Gap
Assess gap between what audience feels, believes, or does, and your objective.

Point A >>>>>>>>>>>>>>>>**Point B**

Where Audience Is — *Where Want Audience*

CLOSE THE GAP

Connect Emotionally

Gain Trust
- Show you are Likeable
- Honor and Acknowledge Them
- Create Common Ground
- Build Personal Rapport

Establish Credibility
- Explain Experience
- Emphasize Reputation
- Show Passion
- Share Results of past efforts

Establish Agreement
- Problem exists
- Need for change
- Proof is credible
- Results have value

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PERSUASION METHODS

Here's eight ways you can format the body of your persuasive presentation. Choose the best method based on your audience profile. Audience open to your idea? Select methods near top of list. Audience cool to idea? Select methods near bottom of list.

Problem/Solution
- State problem
- Provide solution
- Consequences – positive of choosing solution
- Consequences – negative of not choosing it

Proposition to Proof
- State proposition
- Proof #1, # 2, #3

Chain of Change
- Problem / Need
- Solution
- Proof / Result

Motivated Sequence
- Attention - show unmet need
- Need – state what it is
- Satisfaction - show how proposal satisfies need
- Visualization - Help them see need being met

Direct Proof
- Proof #1, #2, #3
- State Problem
- Provide Solution

Reflective
- Define problem
- Proposed solution
- Other solutions with pos/neg
- Why proposed solution is best

Answer Objections
- State main objection
- Refute by evidence

Reframe the Issue
- Get agreement on problem and goal
- Give all proposed solutions
- Show how one reaches goals better than rest

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