

# Seven Keys of Persuasion Tip Card Sheet

## 7 KEYS OF PERSUASION



### # 1 – Build Bridges by:

- Asking questions to get an understanding of their point of view
- Acknowledging their point of view

#### *Benefit:*

- When one feels understood by you, they are more open to understand your view.
- When you understand the other person, you can more easily frame your argument in terms of their interests.

### # 2 – Provide Rational Evidence

- Research and Analysis
- Demonstrations
- Advantages & Disadvantages
- Comparison
- Case Study
- Testimonials/References
- Features & Benefits
- Facts and Statistics

### # 3 – Engage the Emotions

- Illustrate with a Story
- Show Unmet Need
- Visualize Improved Future
- Emphasize What's at Stake
- Show What Will Gain
- Show What Will Lose
- Compare with an Analogy/Metaphor

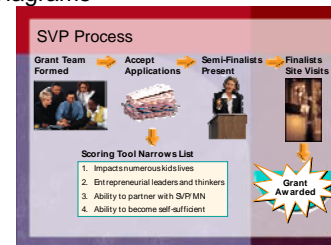
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### # 4 – Make it Visual

We are five times more likely to understand and remember what we see. Consider using:

- Charts and graphs
- Video
- Pictures
- Diagrams



- Props
- Demonstrations
- Tour / On Site Visit
- Guest / Second Speaker
- Story
- Samples

### # 5 – Identify Common Interests

Don't focus on positions, instead find common interests from which you can build new solutions.

### # 6 – Eliminate Complexity

#### • Ask "So What?"

- What if I don't include this info?
- How does it impact their decision?
- Should this be in a handout?

**Think 3** - Organize information into groups of approximately three items each.

### # 7 – Prepare for Objections

Enter the room well armed. Consider the possible objections and how you will respond.

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