

Mastering Persuasion & Influence



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Have you wondered why some people seem to get along better with others? Have you ever wanted to be able to command the respect of the people around you and communicate better as a leader? What can be more important in your life than to possess effective people management and persuasive skills?

It is your ability to persuade and influence the people you meet and around you that determines your success in life. By becoming a persuasive communicator, you are more likely get your desired new job, obtain promotions, make better business deals and sell more products.

We are all born sales people. Since the day we were born, we are already equipped with the ability to sell by communicating our needs through crying. Whenever a baby is hungry, he simply sells his needs and seeks attention by crying.

Everyone, regardless of his/her profession, is a salesperson in a certain way. Just as a good lawyer has to be a polished "sales person" in order to prove his case in court, a highly successful public speaker must be one who is capable of selling and

communicating his message effectively to a group of people simultaneously. Thus our ability to persuade others and sell effectively in our life is an asset that we ought to possess.

The objective to persuade someone to embrace what you are selling can be achieved through three different means:

Ethos

This is the aspect of persuasion that deals with credibility. Since everything counts in the area of personal credibility, everything that you do or don't do either adds to or takes away from your credibility and your capability to influence someone.

People tend to believe in people whom they admire or respect. If the communicator is trustworthy, has his listener's best interests at heart, knows his subject well, and practices what he preach, he's likely to be persuasive. For instance, a public speaker who practices ethos must be able to portray himself as a master or an expert in the topic or subject that he's going to present on. It is important for the audience to recognise him as the appropriate person to deliver the expected value.

Pathos

This is the area of persuasion that deals with our emotions. It has been demonstrated time and again the great influence that emotion has over logic on a person when it boils down to making a buying decision. For example, most of us never buy a sports car based on logic. Instead it is our emotions that tend to get the better of us.

In modern selling and marketing, pathos is the ability to communicate with the deep, subconscious needs of a customer. Human beings are largely emotional, in that most of our decisions are determined by our emotions. Therefore, to have a great influence on others, we need to be able to connect with whatever causes them to feel strongly one way or another.

When you are attempting to study and understand the perceptual position of another person, you are practicing empathy. Empathy is powerful since you are able to feel better how a person feels and truly understand what he/she needs and desires. By learning to match the needs and wants of the people around you, you tend to stand a greater chance of influencing and selling any-

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thing to them.

Logos

This is the part of persuasion which deals with logic or reason. When applying logos in enhancing our persuasive power, logic is used to back up a claim. Engaging logos as your persuasion tool involves getting someone else into a thinking mode. Since people are constantly trying to make good sense of most decisions that they make in their lives, it is also important for you to work on the logos appeal when trying to sell something to them.

In essence, we have just learned that there are three means of influencing and persuading others. These are the ethos, the pathos and the logos of selling to someone. Nonetheless, it's until we learn how to integrate and use all of these three elements that we are going to master persuasion.

