

Persuasion & Influence



Lesley Morrissey

Book Seven

HANDS ON MANAGEMENT
Managing Yourself Series

Persuasion & Influence

**Book Seven
Managing Yourself Series**

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About the Author



Lesley Morrissey is CIPD qualified and has worked as a training manager, human resources manager and management training consultant.

She has worked in the UK and overseas with a diverse range of nationalities and with managers of many levels of expertise. Without exception, her practical approach to solutions has been received with enthusiasm by trainees and companies with who she consults.

A great believer in 'getting what you expect', Lesley helps people to focus on what they want and then create a path to success.

Practical and pragmatic approaches to real world results are a particular focus for Lesley's development

strategies. “Does it really work?” is the benchmark all these techniques focus on. In the end the success of anything is in the results achieved.

Lesley now runs Inside News Limited specialising in Reputation Marketing.

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How to use this book

This book aims to be a practical guide for you. There are many exercises that you will want to do – and should do to get the most out of what you will learn. You remember much more about something when you've actually done it for yourself, rather than when someone has told you how to do it!

There are places in the book where you can write notes and carry out the exercises. You'll recognise them when you see this sign:



By all means use these spaces to make this book truly your own.

If you have purchased an electronic copy you will need to print some, or all, of this out – or have paper handy. I find that it is a wonderful way to recycle the backs of old letters, printouts and photocopies that would otherwise have been thrown out!

If, like me, you have been indoctrinated at birth that defacing books is sacrilegious, then have a pad of paper at the ready!

If you simply read and don't take action you'll find the useful lessons will quickly fade and this will become another of those books that gather dust (or fill up your computer hard disk).

If you've bought this book because you want to improve your skills and your life - make this one count and take action!

What's it all about?

Being able to get someone else to do something that you want them to do is a skill almost beyond price. Life's successful persuaders earn more, experience higher levels of success and seem to lead a charmed life full of rich relationships.

This ability to influence others is often admired – or envied – by those who don't have the 'gift'. Sometimes this ability is natural, but often it is the result of deliberate effort and the acquisition of a range of skills, including a good knowledge of other people.

People talk about rapport and it is generally understood to mean 'the ability to get on well with someone', sometimes it is referred to as 'being on the same wavelength'. However, building rapport is a skill that can be learned.

Good sales people are experts at rapport - their customers feel they are almost 'friends' and that the salesman talks their language. This type of feeling generates sales – or more to the point a 'want to buy' approach from the customer.

So rapport building and relationships are interdependent – one produces the other. Good

relationships are the basis for persuasion and influencing.

Unfortunately, in business, we can't always like the people we have to work with – but in order to get the best results we may need to develop relationships with people that, in normal circumstances, we wouldn't spend any time with by choice.

Relationships can be very fragile and easily damaged. The secret of good communication is to build, grow and develop relationships with purpose and use the non-verbal communication skills (see Chapter Six) to ensure that these become strong and sturdy, mutually beneficial and of value to both the parties involved.

What's in it for me?

Understanding how other people 'tick' is essential if you are to develop the skills of persuasion and influence.

Personal benefits

- You'll be able to get people to co-operate easily.
- You'll get more willing assistance and far fewer refusals when you ask for help.
- You'll be up at the top of the information tree, as people are more likely to tell you what is going on.
- People will come to you for information and advice; your opinion will be sought after.
- The fastest climbers of the corporate ladder are those who are able to influence others.

What other benefits might you experience if you develop your persuasion and influencing skills?



What are persuasion and influence?

The skills of persuasion and influencing are really the same skills that a good sales person uses to persuade his prospect to buy the product or service he is selling.

So persuasion is based on a number of steps:

- **Building rapport** – sell yourself first and your product or idea will be easier to sell
- **Establish credibility** – make sure the other person has good reason to believe you have a right to say what you plan to say
- **Fact find** – discover what is important to this person so that you can match your proposal to their needs and wants
- **Analysis** – think about what you are offering for this person and how it meets their needs or wants and how you will present this to them
- **Solution** – provide an outline of how your proposal meets their needs, emphasising how this is of benefit to them at each stage and ask for a positive answer.