

## Techniques of Persuasion and Influence

No matter the size of your company, your industry, or your role, you need to be able to persuade and influence people. Those who do this really well know they must exhibit an attitude that encourages others to agree with their viewpoint. You can lead people to your way of thinking by using three important persuasive techniques.

### Showing why an action is logical or useful helps you persuade.

If you want to convince your family to buy a computer, you might describe how a computer can help you improve your grades or save you time so you can do more home chores.

For example, a computer would give you the ability to:

- Research important school assignments more easily
- Spell and grammar check your essays and papers
- Organize class assignments with spreadsheets
- Complete homework faster so you have more time to help around the house



### Using symbols, pictures, and charts or symbolic words is persuasive.

"A picture is worth a thousand words," is a phrase you may have heard before. If you can add visuals to a discussion, your points will be clearer and better remembered.

You might persuade your family to buy a computer by adding symbols to your discussion:

- Hold up an essay or assignment with a big, red "A" or "B" and say the instructor gave you extra time to work on a school computer. This allowed you to get a better grade because you could do more research.
- Place a handwritten assignment and a word-processed document side by side to illustrate the improvement in appearance of the documents processed by a computer. Say that the spelling and grammar checker caught your mistakes.
- Prepare a calendar of the family's scheduled activities and post it, so all can see who's going where and when.

### Emotion plays an important role in persuasion.

You've seen children who whine or cry to get their way. Sometimes this form of persuasion works in their favor, if parents are busy or tired and want to stop an emotional scene. However, it may work against them for the same reasons. A big smile and a "please" are better persuaders because they display a positive emotion.

In the workplace, you can be persuasive by calling upon emotions, too. Excitement, enthusiasm and a "can-do" attitude can draw positive emotions from the people you want to influence.

**Action:** Assume your company's website is behind the times, looks old-fashioned, and the information describing the products or services is unclear. Your boss doesn't like to spend money, but you're convinced that business will improve with an upgraded website. Using all three techniques described above, explain what you would do and say to persuade your boss to spend \$2,500 on a new website.

© Career Solutions Publishing

*Note to instructors:* For students to persuade and influence as employees, or get their points across during conversations and meetings, they will have to be good communicators. Last week, the 50 communication lessons in *Job Ready Career Skills* were listed. Because of their importance, the titles are listed again.

[Click here to see a communication lesson.](#)

### Job Ready Career Skills Communications Lessons

#### Communicating at Work

Improving Communication Skills  
Effective Oral Communication  
Effective Written Communication  
Effective Nonverbal Skills  
Effective Word Use  
Giving and Receiving Feedback  
Handling Anger  
Dealing with Difficult Coworkers

#### Listening

Reasons for Listening  
Benefits of Listening  
Barriers to Listening  
Listening Strategies  
Ways We Filter What We Hear  
Developing a Listening Attitude  
Show You Are Listening  
Asking Questions

#### Speaking

Using Language Carefully  
Showing Confidence  
One-on-One Conversations  
Small Group Communication  
Large Group Communication  
Making Speeches  
Involving the Audience  
Answering Questions