

# PEOPLE PLEASER:

## How To Be More Persuasive



• INTRODUCTION • THE POWER OF PERSUASION • BEFORE YOU EVEN SPEAK • THE 8 STEP PERSUASION SYSTEM • CONCLUSION

## Introduction

Persuasion is one of the most powerful communication techniques. We are surrounded by it every day with people and companies trying to get us to sign up for their course, buy their product, vote for them or support their cause. Most of consumer society revolves around trying to persuade people to do or buy something. Every time you read a magazine or newspaper or turn on the television, someone is trying to persuade you.

But don't think you have a passive role in this. Persuasion is the cornerstone of human relationships, and you're trying to get people to do what you want them to do. It happens all the time in offices, homes, community groups and even as you walk down the street. Persuasion includes anything from getting your point across at a meeting, to pitching an idea, giving a project update, asking for a raise or getting more vacation

time. Job interviews are all about trying to persuade someone to hire you.

You might be a community activist trying to save a children's park or get funding for a volunteer program. You might want to convince people to buy your product or sign up for your email newsletter. You might want your teenager to get off the computer or convince your toddler that it is bedtime. Or you might want to persuade someone to go on a date with you. Persuasion is a key ally in your everyday life. And at its simplest, persuasion boils down to effective communication and sincerity.



*This guide will help you:*

- Understand that the art of persuasion is a powerful tool in human relationships and will show you how it works.
- Understand the subconscious elements at work when you are trying to influence other people, and how to use them to become a better communicator.
- Work out what steps you can take in your own life to become more persuasive.

# The Power of Persuasion



You are probably starting to realize that persuasion is a lot more than just a sales pitch. You already use persuasive techniques to try and influence the people around you, usually for mutually beneficial outcomes (a well-rested child, a funded project, an expanding business, a dinner out). By understanding what persuasion is, you can take control of the way you communicate your ideas and desires and become a trusted and successful person.

## Why is Persuasion Important?



You might say that the word persuasion seems too strong, and what we should be talking about is cooperation. Cooperation is vital to get things done, but equally, no change ever happens unless someone persuades somebody that it's a good idea. And that is a conversation that requires strategy, goals, intentions, and evidence.

When anyone proposes a change, there is a natural level of resistance. What seems today like a good common-sense idea (universal education for all children, for example) took a lot of effort and persuasion on the part of those who were proposing it. Other reforms such as universal suffrage and religious tolerance were also argued back and forth for many years, before coming to a resolution and subsequent change.

On a different level, initiatives such as vaccination, pain relief in childbirth, mandatory seat belts in cars and environmental pollution standards were all built on persuasion. Even the introduction and spread of the internet was the result of someone having a good idea and persuading other people that it was worthwhile.

Persuasiveness is a hallmark of leadership. And while charm might be an innate quality, persuasiveness can be learned. You can become a more influential person across all spheres of your life, which incorporates being more positive, more trustworthy. You can also learn strategies to become more persuasive in specific situations. For example, you wouldn't approach asking someone out for a date in the same way you would make a product pitch to a client, or a project proposal to a corporate meeting (you could try, but a prospectus or a set of slides isn't likely to be a romantic success.)

Becoming more persuasive in your home or personal life is built on techniques that are likely to make you a happier person. You can build trust and a positive mindset that

will, in turn, make you more open and encourage happier relationships. Being more personally persuasive can mean you're a positive influence in people's lives, encouraging and supporting them to make better choices. It is not necessarily transactional. Instead, you are likely to derive a lot of pleasure from helping people and that in turn creates a positive feedback loop. You're also likely to become more resilient and better at dealing with life's curve balls.

## Persuasion in Everyday Life



You may not be out to change the world, but you can change and improve your own life by consciously honing your persuasion skills. It's easy to see how being more persuasive can improve your working life. Who doesn't want to get a raise or a promotion? Who doesn't want to be trustworthy and authoritative? We often recognize persuasive people as being someone you can confide in or go to for advice.

But how can persuasion also be useful outside the office? As your persuasiveness improves, you'll understand influence relies heavily on connection and interchange. It rests on a better understanding of the other person, an acknowledgment of their desires and needs, and a strong desire to get a mutually beneficial outcome.

Your persuasive techniques will demonstrate to the other person that it's in their best interest to do as you suggest. That going on a date with you will be fun, that bedtime is not a punishment, that there are other good things to do apart from noodle around on the internet. Or that supporting your community project or petition will help make your neighborhood a better place for everyone.

Your relationships are likely to be more harmonious if you develop a more sophisticated approach to communication. Effective communication doesn't mean getting your way all the time. Instead, it acknowledges that becoming more persuasive take place in an environment where influence ebbs and flows. A mature approach to persuasion isn't about winning at all costs.

## A Word on Ethics



This discussion about getting people to do or give you what you want might feel a little uncomfortable. After all isn't that how hucksters and frauds work? Or bullies? It's important to be clear about boundaries and ethics when you're looking at becoming more persuasive. And to know what persuasion is, and what it isn't.

Persuasion is not manipulation. **Manipulation** is a power play, forcing someone to do something that is not in their best interest. It often employs cruelty or threats and in the end, will backfire. Manipulation is destructive of relationships and trust, and it's impossible to return.

**Persuasion**, on the other hand, uses positive and effective communication techniques to get your message across. It is not a glossy cover for coercion, deception or bribery. It is not misleading. Persuasion respects the other person's point of view and autonomy. It hopes and works towards 'yes' but respects 'no.' And it is focused on getting an outcome that benefits everyone.

Persuasion is also truthful. Persuasion is not about being phony. People can detect phony a mile off. Your persuasive technique will only work if you are honest and can set out a clear, logical, reasonable case for why the other person should do as you're suggesting. You are guiding them towards making a decision or acting in the way you want them to, but that's it. You need to be able to convince the other person that what you're saying is reasonable and they want to support you.

Being persuasive is about emotional intelligence. It's a product of your emotional intelligence, and in turn, develops it. That can be one of your strongest assets, not just in personal and social relationships but also in the office as well. And remember that becoming a persuasive person is a process. Over time you can develop the reputation for being trustworthy and honest, and that will turn you into a person of influence.

## Before You Even Speak

You might be surprised to hear that you can win over your audience before you even open your mouth. They will pick up on a long list of cues and signals that will either reassure and make them feel good, or make them feel that something isn't quite right, isn't ringing true. And the good news is, that you have control over this. You can set the stage for your success by following a few simple tips.

This chapter will explain steps you can take to be more persuasive before you even speak to someone. Effective communication is largely about connection. And you can connect with your audience in all sorts of nonverbal ways.

## Understand Psychology

Before we get into the nitty-gritty of body language, looking the part and reading your audience, let's consider some fundamental psychology about the way humans communicate. Being persuasive is essentially about being a good communicator, establishing a positive relationship with your audience and getting them to understand and accept your message. And as soon as you're together, the other person's subconscious will be assessing and making judgments. Knowing how the subconscious mind works will help you start to win over your audience before you've said anything! Humans are essentially group animals. They find reassurance by familiarity with gestures, appearance, language, and behavior. Humans like congruence.

It goes back through eons of time when it mattered to be able to identify someone as friend or foe, protector or danger. The limbic system is one of the most primitive and oldest parts of the brain. It contains the amygdala, the hippocampus, and the hypothalamus, necessary for self and species preservation. It is concerned with feeling, reading and assessing incoming environmental data for threat, and is the center of the fight or flight response. Your limbic system will kick in and react long before your thinking, or rational brain makes decisions.

We base so many of our first impressions of someone on subliminal readings of how they present and behave. Making a good impression means reassuring the limbic systems of your audience's brains as soon as you enter the room and long before you start to talk or give your presentation.

So how do you convince all those limbic systems to listen to you and see you as a friend, not a foe?

## Look Like You Belong



Your audience needs to feel that you are one of them. You need to look like part of the group, familiar, not jarring, with common interests and shared priorities.

Do some research so you can mirror your audience. Find out the dress code if you're going to a different company or group. Everyone will

feel uncomfortable if you show up to the local environmental activist group wearing business clothes, or if you dress too casually for a corporate meeting. Look like you belong with them and be congruent in your appearance and behavior. Take your cues from the host or chair, and if in doubt be conservative in how you greet people.

Don't give your audience any reason to reject you before they've even heard what you have to say. If there's something about you that jars, whether it's dirty fingernails, a missing button or a mark on your shirt, your listener's subconscious will register it and affect their judgment of you.

## Active Listening

If you're going to be an effective communicator you need to understand how your audience is feeling, what they want, what they fear and what will make them feel good. You should cover this in your pre-meeting research, but you should also develop your skills in reading and responding to your audience in real time.

If you're giving a report or presentation as part of a larger meeting, use the opportunity to observe the mood and reactions of the participants before it's your turn to speak. Note if there are recurring concerns such as funding or sales, so you can address these if necessary in your speech. Observe other speakers' body language and how it plays with the audience.

If you're having a one-on-one meeting, give the other person the courtesy of your full attention.

Mirroring their body language and maintaining appropriate eye contact will build a rapport and make it more likely that you can agree.

## Project Friendliness



Projecting a friendly persona is important to connect with your audience. You don't need to pretend to be their best friend, but take some time to demonstrate commonalities, the things you share and tell them you're glad to be there. And that means actively engaging with your audience. Research shows that people value warmth, openness, and likeability in speakers. In fact, in one Harvard study participants rated warmth higher than competence in their perception of influential leaders.

Projecting a friendly demeanor is vital for being able to influence your audience. So, think carefully about how you want to appear. Visualize yourself talking and persuading your audience to accept your advice or ideas or product, and practice feeling comfortable.

## Body language

You might think you already know about body language, but it's worth paying extra attention if you want to be more persuasive in your life. You should be aware of some fundamental elements of positive and negative body language. These will help you not only connect with your audience but also allow you to

project to them, and then you can read your audience and adjust your approach.

### **1. Eye contact**

Eye contact is key to building and consolidating trust. Eye contact shows you are confident and have nothing to hide. Think about it. If a person doesn't meet your eye, chances you'll assume they're lying or are untrustworthy. All your senses will be activated, and your limbic system will be on high alert.

Eye contact with the person or people you're speaking to projects sincerity, credibility and honesty. It signals friend, not foe. Looking people in the eye establishes a connection, invites them into your space and holds their attention.



Effective eye contact starts before you speak. Look up and at your audience before you start your presentation or give your report. Choose two or three people across the audience to act as focal points but don't stare or hold their gaze for too long. Make a point, make eye contact and move on.

If you're in conversation with one person, maintain eye contact while they're speaking as part of your active listening. Don't hold the gaze for too long, so you don't weird them out. You want to be engaged in the conversation, not looking like you're waiting for them to stop talking so you can put your views

across. Be active and engaged and take your cues from the other person.

### **2. Hand gestures**



Hand gestures can be important in establishing your space and communicating your messages. Make your hand gestures decisive and relevant to the point you're making. A large hand gesture looks more authoritative than a tentative wave. But keep your gestures natural. If you're not a natural gesticulator, keep your hands still, or you risk looking staged and awkward.

Don't point or jab your forefinger as these gestures communicate anger and aggression. Open hands invite discussion. If you're standing, you can cup or clasp your hands at waist level or have them resting by your sides.

Try to avoid putting your hands in your pockets or crossing your arms.

### **3. Stance**

Try and maintain a natural, easy stance when you're talking. Slouching and looking at the floor gives an impression of weakness. Good posture communicates physical ease and will inspire trust. Keep facing your audience and maintaining natural eye contact to promote trust. No matter how nervous you are, do not ever give a presentation facing the screen and reading from the slide. It looks lazy and projects a lack of interest in your audience.

If you feel nervous before a meeting, do some deep breathing and arm stretches before you go into the room. Give yourself a mental pep talk and do some yogic body stacking: feet pressed into the floor, slightly bent knees, hips stacked over knees, shoulders, and heart stacked over hips and head over shoulders.

Try not to slouch or drop your shoulders. Keep eye contact with your audience. Don't shift your weight from one foot to the other but maintain a relaxed, rooted position. Imagine you have roots growing from your feet into the ground. This stance communicates power and strength.

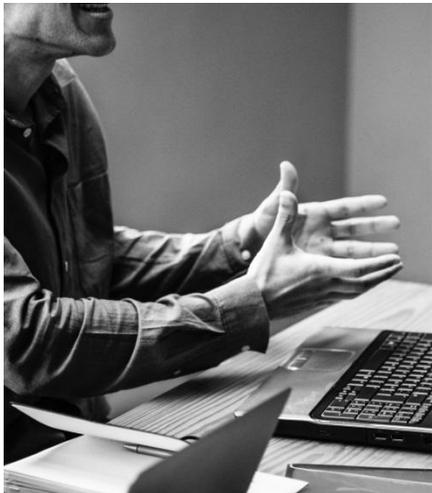
### **4. Facial expression**

Make sure your facial expression supports what you are saying. Think about your key messages and make sure your face is congruent. It's important to look pleasant and friendly, but smiling is not always the appropriate expression. In fact, smiling can communicate nerves and even aggression if it doesn't match your message.



Don't forget that part of your active listening is to reflect what you are hearing, and body language can be very effective at this. Frowning or looking thoughtful or concerned when appropriate will all help you connect and be seen to connect with the other person.

# The 8 Step Persuasion System



This chapter will share eight steps on how you can be more persuasive when you are dealing with people. There are tips on what you can do to increase your confidence and appear more persuasive to your audience, and how to present your material, that will make a positive impression and make people more likely to agree with your point of view.

You can use any or all these techniques to be more persuasive in personal and professional situations.

## Look Authoritative



If you look and sound like a leader, someone with authority, then people will believe you're a leader. They'll take notice of what you say, and you're halfway towards convincing them before you've said a word.

Looking authoritative implies people should take you seriously. An audience will assess and start to judge you as soon as they set eyes on you. So, looking authoritative is about appearance, whether dressed neatly and professionally and how you physically take up and use space.

### ***Dressing the part***

Studies going back more than forty years have shown that clothes indeed maketh the man. Or woman. What you wear has a powerful visual impact on your audience and will set you up to succeed or fail. It also contributes heavily to the so-called 'halo effect' where one positive attribute will set up and govern a person's impression of you. If a person notices something they perceive is good about an individual, they assume other good things too. So, dressing right predisposes your audience to like whatever it is you're going to say to them. It is a major first step in persuading them of your argument.

As well as making sure you look clean and tidy, wear clothes that fit well and make you feel good. If your pants are too tight or your shirt is itchy, you will look uncomfortable, and your audience will pick up on it.

### ***Watch your body language.***

Whenever you're trying to convince someone, you should always be conscious of your body language. It doesn't matter if it's going to an Italian instead of a Chinese restaurant, asking for investment in your project or getting flight upgrades your body language

matters.

- Practice active listening and be engaged in the conversation. You must use eye contact with your prospect, ask questions and repeat back important points, especially points of consensus. Above all, don't interrupt!
- Use eye contact and appropriate facial expressions to connect with the other person or people. If you're giving a presentation, don't look at the far wall or the floor. In conversation, look at whoever is speaking.
- Subtly mirror their body language, including the volume, tone, and speed of their conversation.
- Be aware of your posture. Standing up straight signals confidence. Don't slump, cross your arms or point at your audience.

Keep your body language consistent with your messages. Don't smile if your data is painting a terrible or tragic picture.

## Do your Research



Doing your research is crucial to being able successfully to persuade people. It's not enough to know that your idea or project is the best, you have to be able to demonstrate why your audience should get on board with your idea, project or advice. And to do this, you have to research your sector and your audience.

There are two parts to doing your research:

### **Evidence**

Whatever you're selling, whether it's your point of view, your advice or a product, you need to back up your assertions with some solid evidence. Data, graphs, trends over time, cross-sector comparisons will all help to build a case and persuade your audience to agree with you. And when you're talking data, make your points graphic and concrete. Talk about the top three findings or conclusions the data indicates. Your audience shouldn't have to work hard to figure out what the data is telling them.

Appeal to the other person's emotions as well as their reason. Use examples, case studies or anecdotes to illustrate your data, and try to choose examples that will be meaningful to your particular audience. The situations you describe need to resonate with your audience – they should be able to connect your data and examples with their existing situation.

### **Know your audience**

Research is more than knowing your data. You should also research your audience. Where are they from, what experiences are they likely to bring with them that will influence whether or not they will agree with you? Think about how your presentation can reassure them that you are just like them. What will convince them that you are part of the group, not in opposing camps? That includes dressing appropriately, observing their behavior and body language and reflecting it back to them. Use inclusive language and talk about 'we,' not 'you.'

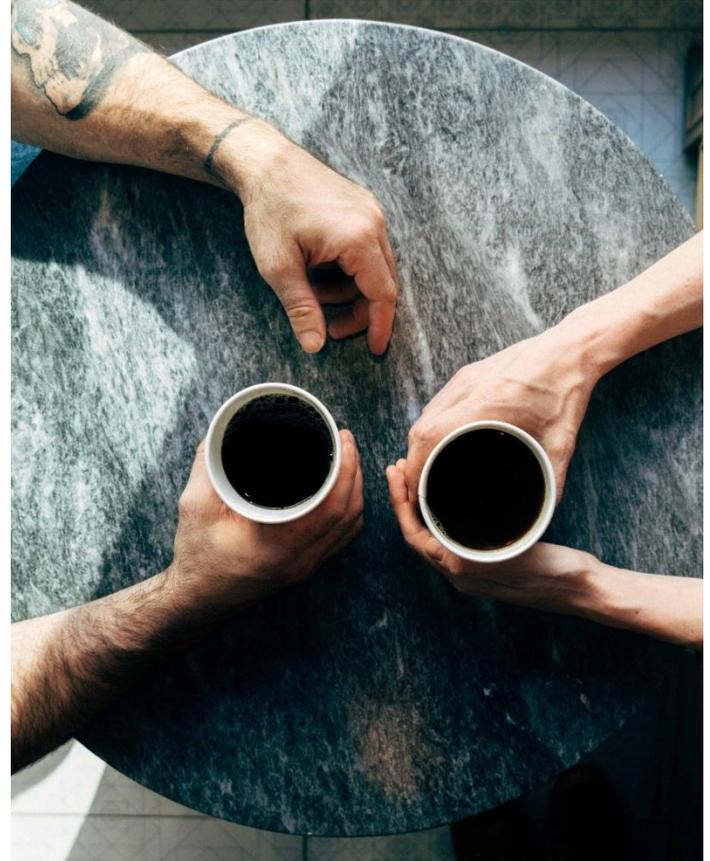
Researching your audience also mean you will consider what the other person wants or needs and make clear what benefit they will get from agreeing with or supporting you. Don't forget that to be persuasive and not manipulative; you need to be honest. It's important in any conversation that you don't simply tell your audience whatever they want to hear. Don't ever make claims or promises you can't live up to or aren't true.

### **Connect**

One of the most important elements of becoming more persuasive is to learn to find connections with other people. Effective persuasion foregrounds the relationship between you and your audience. It is upfront about your connection and signals that you are as interested in

building rapport as in selling your idea or getting agreement on this issue.

A fundamental aspect of being able to persuade people to your point of view, to want to support you or to buy your idea, service or product is to establish a connection with them. And once you start, it's not that difficult to find common ground with most people. Make the pre-meeting small-talk useful by asking about interests, hobbies, how long they've been with the company, where they're from, or if they had the same trouble finding the meeting room that you did.



### **Practice empathy**

Get the message across that you want to help solve the other person's problems, that this is a shared problem and that you're in this together. Show that you understand their position, maybe that you have been in their shoes if you have had a similar experience, and that you can help. Showing empathy builds connections and rapport and is a key element in fostering trust. If you can empathize with your audience, you are already building a good relationship.

### **Active listening**

Active listening comes into play here too. When the other

person is speaking, keep your attention focused on them, maybe make notes to show you're taking their point of view seriously. Practice active listening to build connections and to identify points of consensus. During breaks or in pre-meeting chat, be curious, ask questions. If it's appropriate, you might like to joke with them about the atrocious weather or traffic.

### **Read your audience**



Learn to be a good observer and read your audience. Before you start, watch how the other person or people are behaving – are they shuffling papers, looking bored or anxiously checking the time? Is the meeting running over time? Is it getting close to a break or lunchtime? The best persuasive techniques won't be very effective for someone who's hungry or needs to get to another meeting.

Tailor what you're saying to what is happening and to the mood of your audience. If it's getting close to lunch-time or the end of the day, people will start looking at their watches. Acknowledge the energy levels of the meeting, and you can immediately identify yourself as one of the group. Not the person who is keeping them from the lunch table, or from picking up the kids on time.

### **Be nice**

That might sound lame, but people will be more inclined to like you, to

trust you and to listen to your opinion if you behave like a nice person. Be polite, say please and thank you, hold the door open for the person behind you. Help clear up at the end of the meeting. Kindness and politeness go a very long way to building respect and trust.

### **Look Confident**

You don't have to *feel* confident to *project* confidence. And if you want to become an influencer, you must project confidence!

Confidence is not at all like arrogance. Confident people are calm and self-assured. They are sure about their message and are purposeful in conveying that message.

You can convey confidence in many ways. Keep your messages clear and your delivery straightforward and measured. Don't get flustered if someone challenges or disagrees with you, and don't talk over the top of them, or continue with your argument. Ask questions and find out what the root of their issue is. Acknowledge their point and if you can't answer it straightaway, commit to working with them to find a way through the problem. If the issue raised is something that's included later in your presentation, politely tell them that. Say that you hope to address the question then when you are happy to discuss it further. Try to work with your audience to understand the differing perspectives and work towards shared understanding. Emphasize your shared goals, and desire to have a mutually beneficial outcome for all parties.

When you're trying to persuade someone, it's important to speak confidently, clearly and concisely. Make it easy for people to understand your key messages, your shared goals, and what it is you want them to do.

Dress to suit the environment. It's important that you look professional, well-groomed and clean – double check those fingernails and make sure your shoes are clean. People will scan, assess and judge you before you've said a word.

Choose your language carefully. Use straightforward language and don't use phrases like 'I think,' or 'I believe' as that leaves room for doubt in your audience's mind.



Keep your points specific and quantifiable. Make your message memorable and concrete by talking about the three elements, or the five benefits of your project

Make sure you know your pitch inside-out before you go in. Rehearse and rehearse again so that you know your key messages off by heart. In fact, if you focus on

your key points, you're much more likely to sound natural and trustworthy than if you sound like you've memorized a script.

Rehearsing also means you can work on your voice and delivery. Effective speakers speak with deliberation, they don't gabble or stumble over their words. Put some color into your delivery and vary the speed and pitch of your voice. Don't underestimate the value of a pause in emphasizing significant points. Not being afraid of pauses will help you avoid using fillers like 'um, and 'ah.' Delivery is key to signaling confidence and conviction.

If you get nervous or anxious before meetings, or before asking for what you want, work out some calming techniques that suit you. Go to the bathroom before a meeting and practice deep breathing, look in the mirror and smile, use a catchphrase like "You can do it" or "Go get 'em" or whatever resonates for you.

## Build a Narrative



It's not enough to tell your audience what you want them to do. You need to tell a story, get their interest and make the audience part of the story. Stories are a familiar and powerful way of

communicating with people. Stories have been told throughout history to illustrate arguments, lay down social norms and to educate. Your audience will recognize and respond to a narrative structure differently than to a pile of figures and data. They are cued to expect a resolution, and if you construct your story carefully, you will lead them to the conclusion you want them to make.

The narrative should build momentum, paint a picture of the situation or problem you're trying to solve and use data and other evidence to lead your audience to your desired outcomes.

A good narrative will:

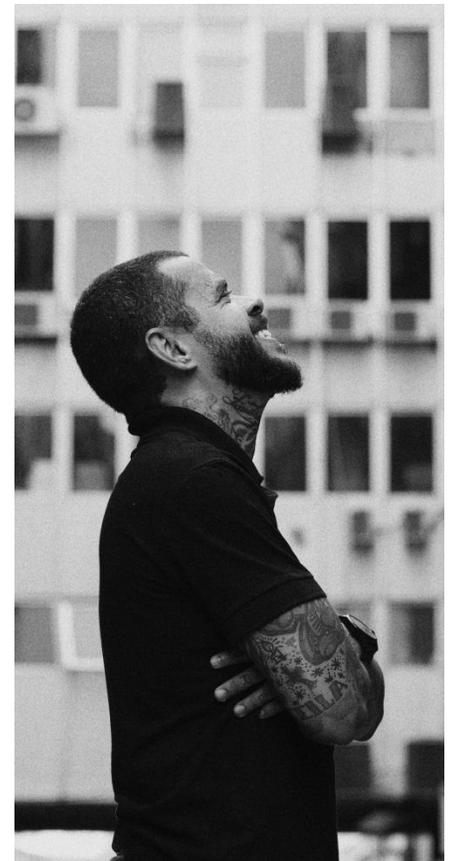
- draw on your data and make sense of it
- have a human-interest element, whether it's a personal anecdote, case study or quotes
- engage your audience's emotions
- resonate with your audience's experience
- provide them with another perspective on the issue
- appeal to their desires, whether it's increased profitability or efficiency, contributing to their community, getting a better wash or upgrading their insurance
- make your key points memorable
- lead to a 'natural' decision

Think carefully about the three key points you want your audience to understand and base your approach on those points. Make sure your audience know what you want

them to know and what you want them to do.

Give your audience a clear action, but make sure it doesn't come across as coercive. There is a balance here between conveying a sense of urgency or time criticality and allowing time and space for your audience to feel comfortable about making a decision. Think about the 'decision trigger' in your argument. Your desired action should sound and feel like the natural outcome of your argument. You want the audience to feel that it's the common-sense thing to do, so it should fit neatly into the arc of your narrative.

## Be Positive



Good persuasion rests on the issue being of benefit to all parties. You're much more likely to be effective in convincing someone of your argument or selling your product if there is a positive reason

for them to do so.

Being positive also means not talking down to your audience. Belittling any achievements or pointing out where they're going wrong will alienate them and make them less, not more inclined to accept your advice. You need to be able to demonstrate how your project, product or advice will augment and benefit what they're already doing.



Create a positive persuasion structure for your approach, presentation or sales pitch. There are elements in this structure, all designed to get your audience to agree with your proposal or argument. Studies have shown that there are some 'soft techniques' you can include in your approach that will make it more likely that your audience will agree with you.

- Create a 'yes ladder' by getting agreement on a minor point. That can even be about minor issues such as agreeing when to take a meeting break or to move an agenda item. An initial small agreement builds connection, a feeling of consensus, and starts to establish group identity.
- Remind your audience that they are free to decide on whatever you are discussing, and then they are more likely to agree with you.
- Leaven your facts and figures with some humor and human-interest angles.
- Show your passion for the

subject. Inject a little emotion into the meeting or share a personal story and see how people respond. You will instantly be perceived as more honest and trustworthy because you have revealed some vulnerability, some humanity. Passion and enthusiasm show that you are sincere, and you care about your project. And like laughter, enthusiasm is contagious!

- Demonstrate that your proposal is working effectively elsewhere. For example, a similar approach or project might be working well in another city or company. Use data and qualitative evidence, even anecdotes, to show that other people are benefiting from a similar product or project.

### Anticipate and Address Concerns and Counter-arguments



Put yourself in the other person's shoes and try to work out what kind of counter-arguments they might make. What sort of concerns, or fears might they have about the situation? What evidence can you draw on to address these issues? Don't rely on data alone, bolster your case with qualitative and anecdotal evidence, particularly if you can point to similar situations

or projects in other companies, cities or countries.

You will gain more credibility if you acknowledge the other person's position. Your goal should be to make the other person feel you've heard them, and you take their concerns seriously. Show that you can provide a solution or work with them to find the solution.

If someone raises a concern or disagrees with you, listen and try to understand why they feel that way. Don't dismiss their concerns, even if they can't exactly articulate what's bothering them.

Focus on the areas of concern and common ground and work with the other person to clarify the problems and agree on a process to work towards finding solutions.

### Don't Get Invested in Winning at all Costs

Unless you're trying to convince someone to save a life, don't get hung up on winning. Successful influencers know when to stop talking and when to walk away.

You can't persuade all of the people all of the time. And if you're too pushy, you're likely to alienate your audience. Aim to bring them along gently and give people space and time to consider your ideas and their position, especially if there's money involved.

Be careful not to come across as domineering or a know-it-all. People don't like to be made to feel small or dependent. Good positive persuasion makes the person feel empowered, and that they have made a positive decision, not that they were pushed into deciding.

And remember that you can maintain a good relationship, even if you don't close the deal or get an agreement. Being gracious in defeat this time will stand you in good stead for the next time. People will always remember how you made them feel, even if they don't remember what you said. Make sure your audience feels valued, whether they agree with you or not.

## Conclusion

So, it's clear that being persuasive has real benefits not just in a professional sense, but in improving

relationships and leading to better outcomes for more people.



Being influential isn't an innate quality. While some people may seem to have an inborn talent for winning people over or being naturally charming, being persuasive is a skill you can learn like any other. And it boils down to learning how to be more empathetic, seeing things from other people's point of view and being sincere in wanting to work with them to find solutions that will be good for everyone.

Following the advice in this article will help you to build your emotional intelligence and be a more effective communicator. But don't worry if you find it a bit bamboozling, especially at the start. Being a persuasive person is more than following checklists. The most important thing you can do to become more persuasive is to be sincere. If you are genuine and sincere in building your arguments, if you are courteous in your dealings with other people and take their needs and concerns seriously, you're well on the way to becoming a trustworthy and influential person.

