Persuasion Power

PMI GTISLIG Professional Development Day
February 27, 2010

Juri Chabursky, CSP[2]

Persuasion Principles

- People want to feel important
- People make decisions on emotion & justify with logic
- People generally like being told what to do
- People are motivated by both pain and pleasure
- People buy people first – trust is always #1.

Reciprocity

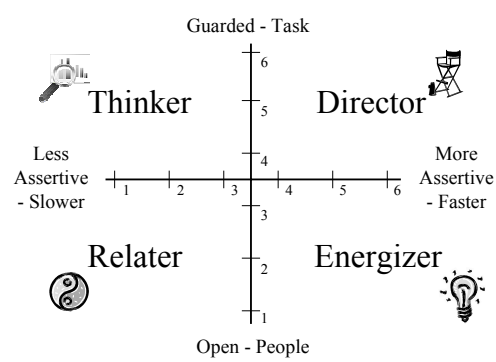
People tend to feel a strong internal push to return anything they perceive to be a favour or positive gesture.

Consistency

People tend to act consistently with previously established behavioral norms.

Rapport

People are more likely to be persuaded by someone who they like, or who is like them.



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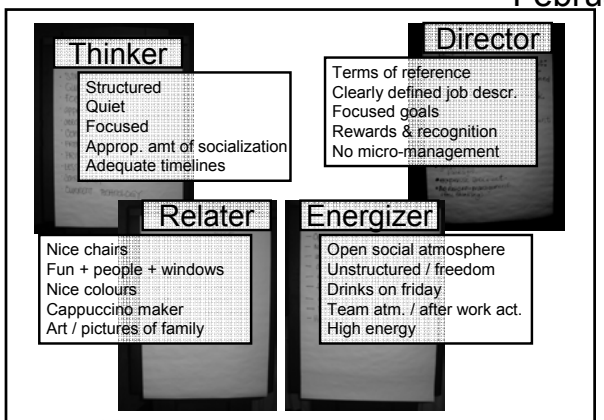

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Engagement

People are more likely to be persuaded when they feel fully engaged - mentally, physically, and emotionally.

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Verbal Wrapping

People are more likely to be persuaded when language is used skillfully and effectively.

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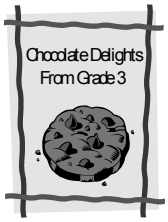
Remember…



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- Speaking to your group / convention …
- Business or personal growth coaching …

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For Additional Assistance

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