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Speaking with Persuasion

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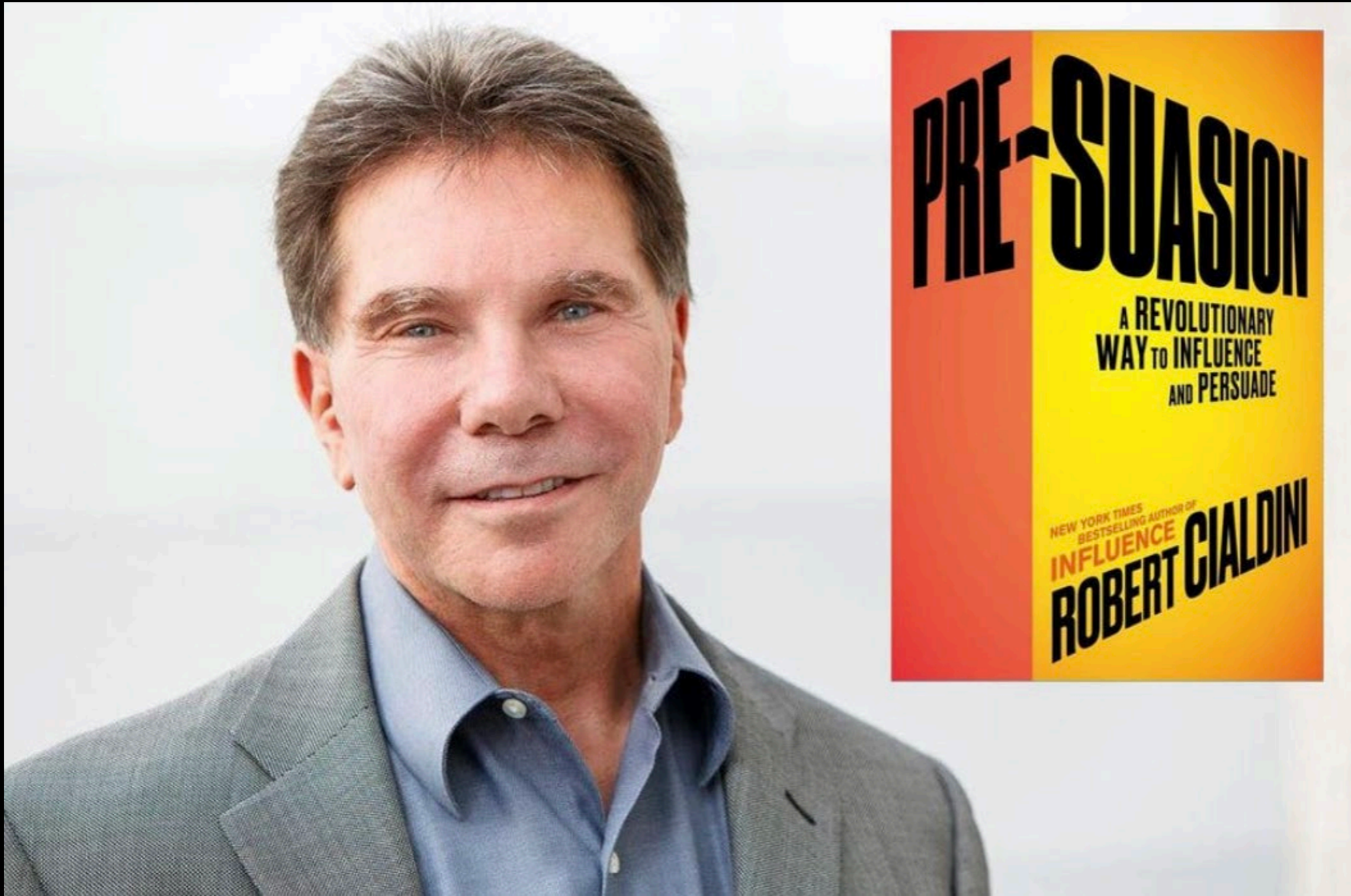
uncommon sense.

People with a growth mindset know there is always room for improvement. We can all benefit from being more persuasive.

**“Persuasion can go through obstacles
that force cannot.”**

– Yusuf A. Leinge

The following are practical communication strategies based on the latest social psychology research to help you communicate more persuasively.



1. Priming
2. Ask for advice, not opinions
3. Anchoring
4. Permission questions
5. Don't use 'but'
6. Seek first to understand

Priming

Priming is the practice of getting others to agree with you by priming their mindset to your message before you deliver the message.

Example

“You’ve always been fair and reasonable which is why I wanted your help with something that’s been concerning me. Can I ask your advice? I’m keen to consider ways we can meet that new deadline and at the same time deliver on current client matters. How might we do that?”

Study

When researchers approached individuals and asked for help with a marketing survey, only 29% agreed to participate. But, if the researchers preceded that request with a simple, pre-suasive question, “Do you consider yourself a helpful person?” now 77% volunteered.

Ask for Advice, not Opinions

When you ask for someone's opinion, you get a critic.
When you ask for advice, you get a collaborator.

Anchoring

Anchoring is a technique that sets a psychological frame of reference. When we experience similar things in succession, we evaluate the value of the second through direct comparison with the first.

Group 1

1. Is the height of the tallest redwood more or less than **1,200 feet**?
2. What is your best guess about the height of the tallest redwood? **(844 feet)**

Group 2

1. Is the height of the tallest redwood more or less than **180 feet**?
2. What is your best guess about the height of the tallest redwood? **(282 feet)**

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Permission Questions

Support the other party's need to maintain autonomy and control which builds trust and a spirit of cooperation. This makes them more open to your perspective and increases their ability to be persuaded.

Examples

Can I share another perspective?

Would it be ok if I ran something by you?

Could we talk through a few options together?

Replace 'but' with 'and at the same time'

It puts two ideas into conflict. It negates what comes before it.
In essence, it says *'you are wrong, and I am right'*.

Seek First to Understand, Then to Be Understood

The other party feels heard which builds trust and reciprocity.
It also helps us to see the situation from their perspective
which provides insight into how we might better
communicate with them to be persuasive.

**“If you wish to win a man over to your ideas,
first make him your friend.”**

– Abraham Lincoln



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Thank You!

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