



Make Them Say "Yes!"

The Power of Persuasive Communication

Breaking Through the Noise

No matter your industry, you are swimming in a sea of competitors. It is becoming increasingly difficult to compete based on quality, price, or even service. Consumers have an unprecedented number of choices and endless access to information. This introduction might have a pessimistic ring to it, but we promise, it's not all bad news. Because amidst all the noise of marketing, advertising, and media, people still value connections. If you can break through the noise and truly speak to someone, you will win their business and their loyalty.



in-SPIRED Advice

"People don't buy what you do, they buy *why* you do it." - Simon Sinek

Persuasive communication isn't just for politics or TED speakers and you don't need a degree in PR to master it. When you practice this art, you can sell not just products, but ideas and emotions. People can buy 'stuff' anywhere, so stop commodifying what you do, idealize it and learn to articulate the why.

Close your eyes for a moment and picture the first persuasive speaker that comes to mind. Okay, hopefully you've reopened your eyes so you can finish reading this paper. Chances are you had a vision of Steve Jobs on stage, Dr. King at a lectern or Eleanor Roosevelt giving an impassioned speech during "no ordinary time." You can be inspired by these great speakers, but you don't necessarily have to aspire to be them. Your business more often, requires you to make a connection with one person rather than move an audience of millions. And we can help you do just that.

What Persuasion Communication Isn't

Before we introduce you to what persuasive communication really is, let's talk about what it is not. First, persuasive communication is not hyperbole, romanticizing, or outright lying. Selling your product or service on unfounded truths doesn't build relationships, it destroys them. Second, persuasive communication is not argumentation, debate or negotiation. Making connections is about meeting your customers' needs, not convincing them they really want something else. Lastly, persuasive communication is not a singular event. Lasting relationships and customer loyalty require maintenance.



in-SPIRED Advice

“To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful.” - Edward R. Murrow

What Persuasion Communication Is

Persuasive communication is a process. It is a genuine, yet intentional, way of getting them to say “yes.” And, like any good piece of business advice, it comes with four easy steps to remember:

1. Establish Your Credibility

Are you the expert, the inventor, and also a customer? Choose a genuine angle and position yourself as the person they need to talk to.

2. Frame Common Goals

A conversation is between at least two people. Speak about the ‘we’ and create a shared desire for the same outcome.

3. Reinforce the Vision

What will it look like when we make the right choice? Paint a picture for your customer or audience. Storytelling has been a powerful form of persuasion for centuries.

4. Make an Emotional Connection

This is your ticket to “yes.” You must know your customer to get here. Speak to them and their personal needs. Solve a perplexing problem, or quiet their concerns.

in-FUSE Your Knowledge

in-FUSION Group works with communicators at all levels of your organization to improve their persuasive communication skills. Christopher Brown, CAE, Sr. Consultant, built his career in politics and fund-raising. (Step One: Establish Credibility), and he now travels the country to help organizations make connections with their audience. Whether you are selling widgets or whats-its, campaigning for capital, or funding a cause, Christopher can help you design a communication approach to get them to say “yes!”

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