

Persuasive techniques

Influencing people?

- When is it helpful to be good at influencing?
- What professional situations might you be in when you need to persuade someone?
- What strategies can you use in such situations?

A few good men



Persuasive techniques

- [quiz](#)

Influencing styles: push and pull

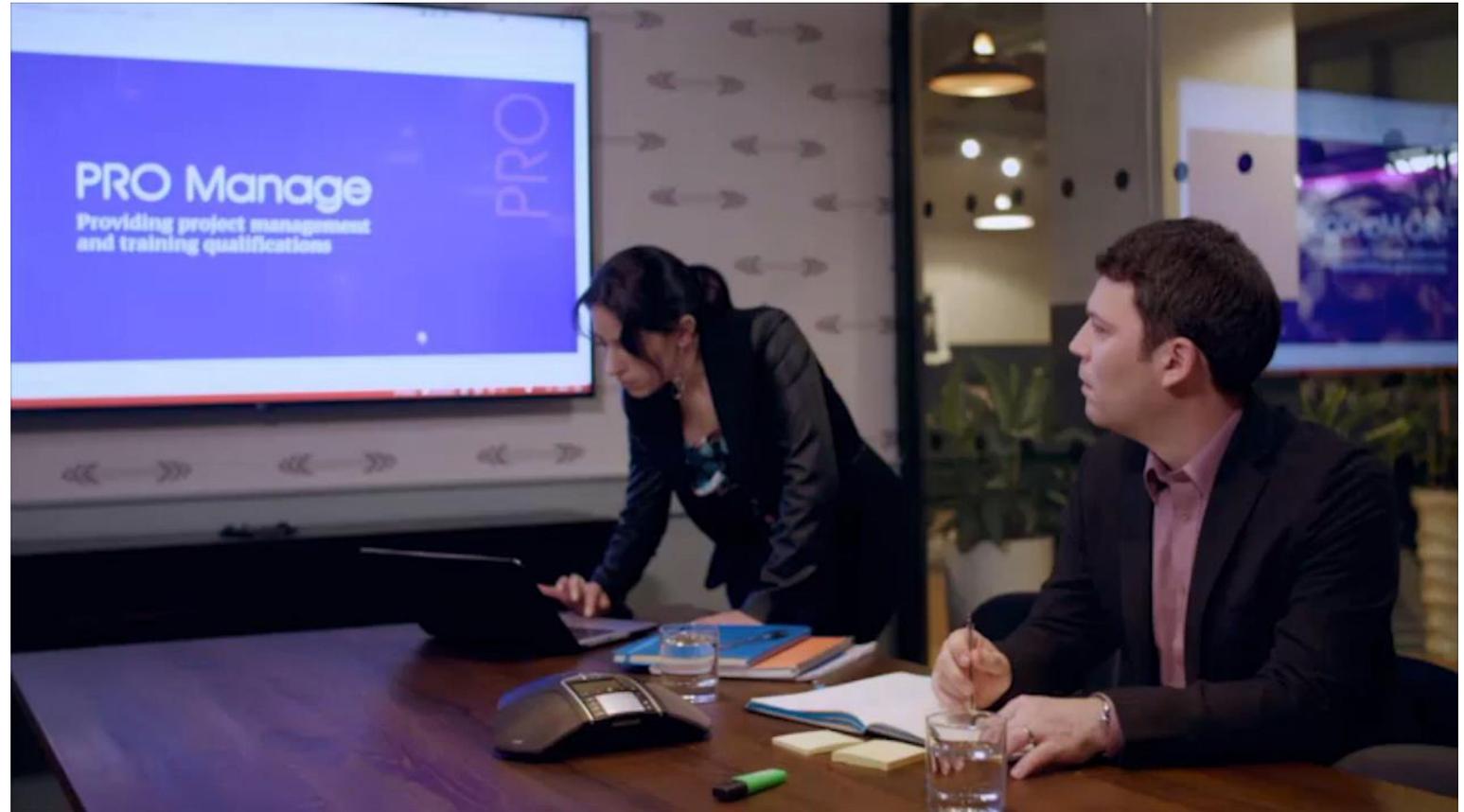
- PUSH – people try to influence through the strength of their ideas and opinions, their status, by listing benefits for the other person, and by getting the right people to support them
- PULL – people show empathy and focus on finding out more about the other person's needs, interests and challenges. Together they find a common direction.

Push or pull?

- Tell me more about why that would be difficult for you?
- I think the best thing is to launch the product this month.
- As project manager, I feel we should do this this way.
- I can understand how you feel. Would this option work for you?

Case study

Watch as Paula prepares to present online courses of her company to Pedro and Susan, potential customers from a chain of business schools in



Push or pull style?

- Which style is better for Paula to use in her pitch to Pedro and Susan?
- Option A - PUSH
- Option B - PULL

Option A

Option B

What are your
conclusions?

Pair work –
choose PUSH
or PULL style

- Persuade your colleague to come in to the office with you on Saturday
- Persuade your friend to go bungee jumping with you.
- Persuade your boss to pay for your language school course next summer.
- Persuade your boss to let you work from home one day a week.