

# Persuasive Presentations

## SESSION IV: GROUPS & TEAMS (IN) ACTION



# Chapter outlines

1. What Is Persuasion?
2. Meeting the Listener's Basic Needs
3. Speaking Ethically
4. Elevator Speech



# LEARNING OBJECTIVES

**By the end of this section, you will be able to:**

1. Demonstrate an understanding of the importance of persuasion.
2. Describe similarities and differences between persuasion and motivation.
3. Identify and describe several basic needs that people seek to fulfill when they communicate.
4. Demonstrate the importance of ethics as part of the persuasion process.
5. Discuss the basic parts of an elevator speech.

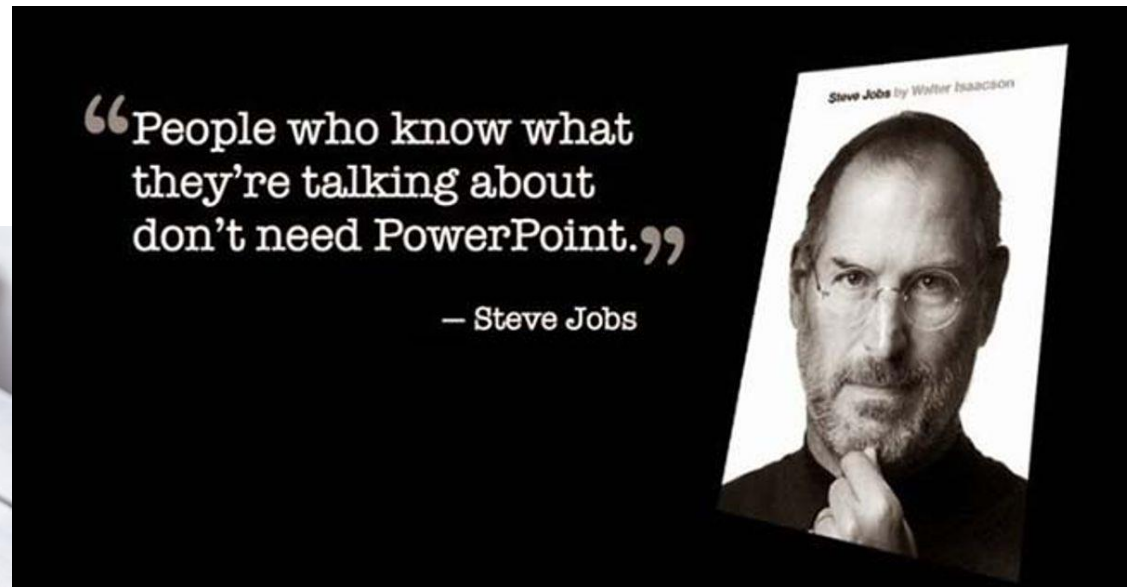
<https://pressbooks.nscc.ca/buscomm/chapter/12-3-presentations>

<https://pressbooks.nscc.ca/buscomm/chapter/8-4-persuasive-messages/-to-persuade/>

# 1. What Is Persuasion?

Persuasion is an act or process of presenting arguments to move, motivate, or change your audience

Persuasion can be **implicit** or **explicit** and can have both positive and negative effects.



# Persuasion Message Communication at Work

## Attention

- Summary of problem
- Unexpected statement
- Reader benefit
- Compliment
- Related facts
- Stimulating question

## Interest

- Facts, figures
- Expert opinions
- Examples
- Specific details
- Direct benefits
- Indirect benefits

## Desire

- Reduce resistance
- Anticipate objections
- Offer counterarguments
- Use *What if?* scenarios
- Demonstrate competence
- Show value of proposal

## Action

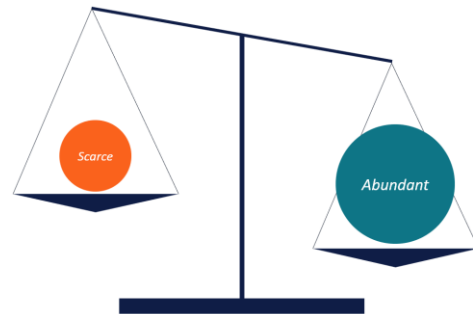
- Describe specific request
- Sound confident
- Make action easy to take
- Offer incentive or gift
- Don't provide excuses
- Repeat main benefits



# 6 Principles of Persuasion



<https://www.pinkelephantcomms.com/speak-with-authority-seven-steps/>



“Limited stocks available, get yours now!” Does this ring a bell?

# Six Principles of Persuasion

Social psychologist Robert Cialdini offers us six principles of persuasion

- **Reciprocity** is the mutual expectation for exchange of value or service
  - Eg: In all cultures, when one person gives something, the receiver is expected to reciprocate, even if only by saying “thank you.”
  - If you are in customer service and go out of your way to meet the customer’s need, you are appealing to the principle of reciprocity with the knowledge that all humans perceive the need to reciprocate
- **Reciprocity builds trust and the relationship develops, reinforcing everything from personal to brand loyalty**

# Six Principles of Persuasion

- **Scarcity** is the perception of inadequate supply or a limited resource
  - Eg: For a sales representative, scarcity may be a key selling point—the particular car, or theater tickets, or pair of shoes you are considering may be sold to someone else if you delay making a decision
  - The sales representative increases the chances that the customer will make the shift from contemplation to action and decide to close the sale.

**The principal of authority** involves referencing experts and expertise.

- Eg: A salesperson may be part of the process, but an endorsement by an authority holds credibility that no one with a vested interest can ever attain



# Six Principles of Persuasion

- **The principle of consensus** involves the tendency of the individual to follow the lead of the group or peers.
  - Eg: People often look to each other when making a purchase decision, and the herd mentality is a powerful force across humanity: if “everybody else” thinks this product is great, it must be great.

**Leverage testimonials from clients to attract more clients by making them part of your team.**

- **The principle of liking** involves the perception of safety and belonging in communication.
  - Eg: We tend to be attracted to people who communicate to us that they like us, and who make us feel good about ourselves. Given a choice, these are the people with whom we are likely to associate.

# Reasons for Engaging in Communication

- Gain information
- Understand communication contexts
- Understand our identity
- Meet our need



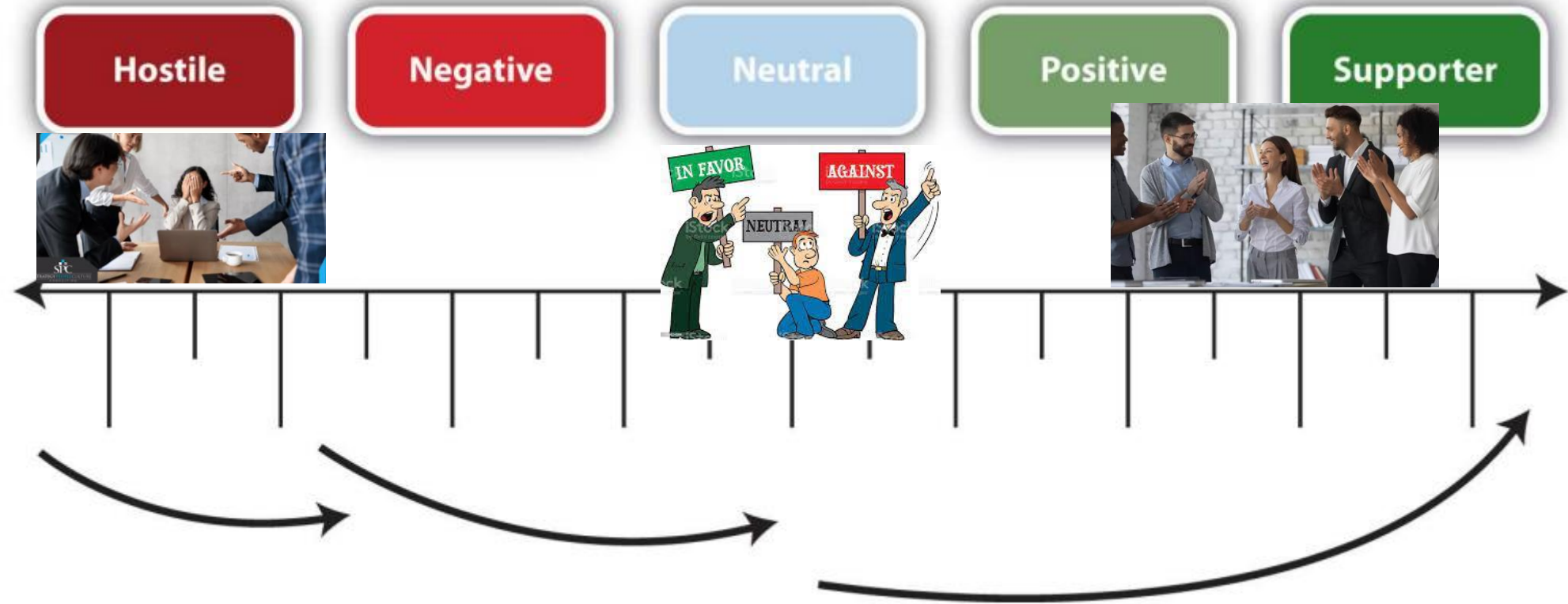
## 2. Meeting the Listener's Basic Needs

Getting someone to listen to what you have to say involves a measure of persuasion, and getting that person to act on it might require considerable skill.

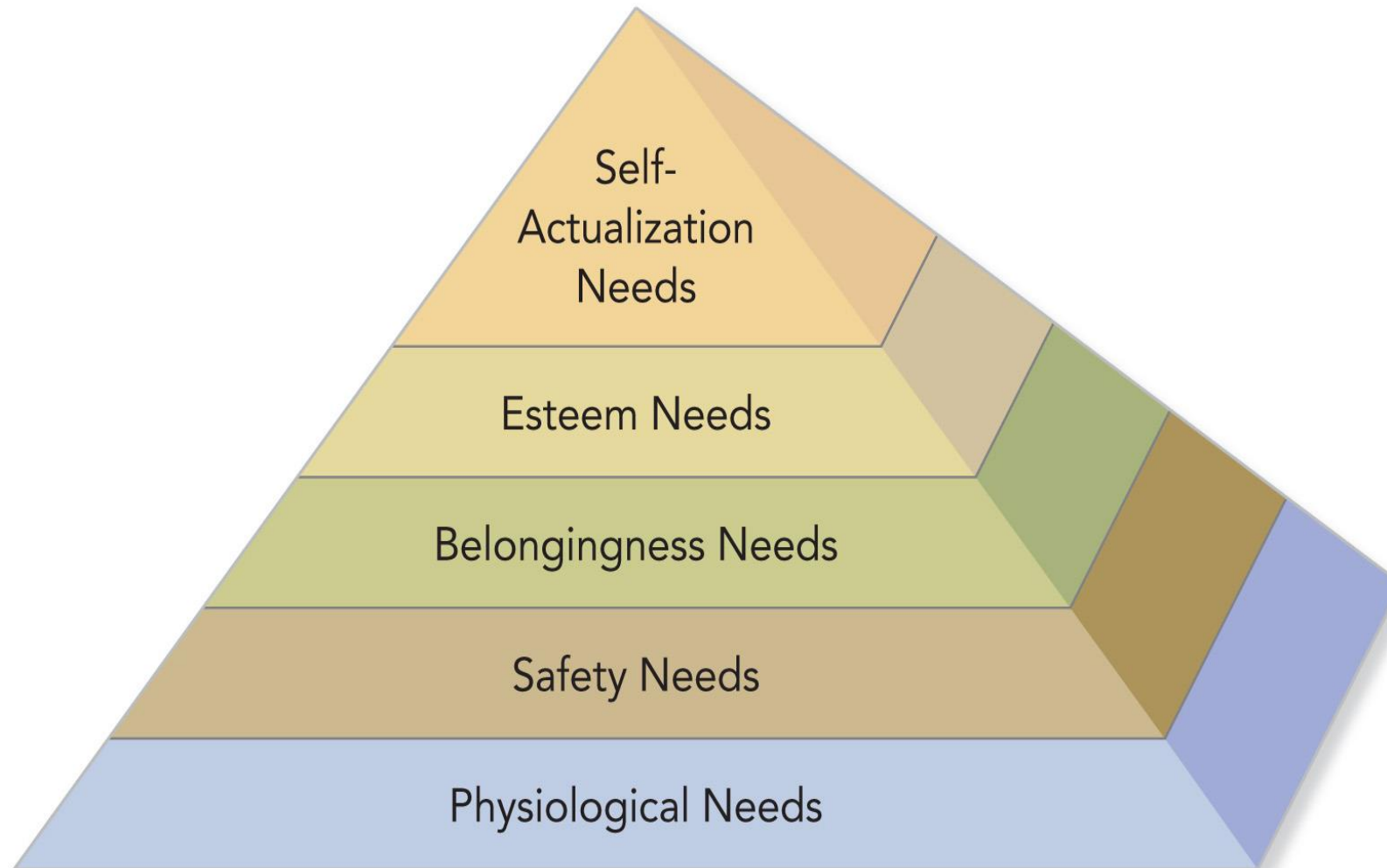
*“A wise man speaks because he has something to say; fools because they have to say something” Plato.*



# Measurable Gain



# Maslow's Hierarchy



# Social Penetration Theory

- ❑ **The social penetration theory**, which describes how we move from superficial talk to intimate and revealing talk (Altman, I. and Taylor, D., 1973).
- ❑ **“Onion model”**: we see how we start out on superficial level, but as we peel away the layers, we gain knowledge about the other person that encompasses both breadth and depth.





# 3. Speaking Ethically and Avoiding Fallacies

- ❖ Fairness
- ❖ Freedom
- ❖ Ethics
- ❖ Manipulation
- ❖ Deception
- ❖ Bias
- ❖ Bribery

## Delivering a Neutral Presentation



Keep your language neutral.



Keep your sources credible and not from biased organizations.



Keep your presentation balanced. If you use a source that supports one clear side of an issue, include an alternative source and view. Give each equal time and respectful consideration.



Keep your audience in mind. Not everyone will agree with every point or source of evidence, but diversity in your speech will have more to offer everyone.



Keep who you represent in mind: Your business and yourself.

# Eleven Points for Speaking Ethically

## DO NOT:

1. Use false, fabricated, misrepresented, distorted or irrelevant evidence to support arguments or claims.
2. Intentionally use unsupported, misleading, or illogical reasoning.
3. Represent yourself as informed or an “expert” on a subject when you are not.
4. Use irrelevant appeals to divert attention from the issue at hand.
5. Ask your audience to link your idea or proposal to emotion-laden values, motives, or goals to which it is actually not related.

# Eleven Points for Speaking Ethically

## DO NOT:

6. Deceive your audience by concealing your real purpose, by concealing self-interest, by concealing the group you represent, or by concealing your position as an advocate of a viewpoint.
7. Distort, hide, or misrepresent the number, scope, intensity, or undesirable features of consequences or effects.
8. Use “emotional appeals” that lack a supporting basis of evidence or reasoning.
9. Oversimplify complex, gradation-laden situations into simplistic, two-valued, either-or, polar views or choices.
10. Pretend certainty where tentativeness and degrees of probability would be more accurate.
11. Advocate something which you yourself do not believe in.

## 4. Elevator Speech

- ❖ An elevator speech is a presentation that persuades the listener in less than thirty seconds, or around a hundred words.
- ❖ It takes its name from the idea that in a short elevator ride (of perhaps ten floors), carefully chosen words can make a difference.

# Creating an Elevator Speech

1. What is the topic, product or service?
2. Who are you?
3. Who is the target market? (if applicable)
4. What is the revenue model? (if applicable)
5. What or who is the competition and what are your advantages?

# Parts of an Elevator Speech

Speech Component	Adapted to Elevator Speech
Attention Statement	Hook + information about you
Introduction	What you offer
Body	Benefits; what's in it for the listener
Conclusion	Example that sums it up
Residual Message	Call for action



# Example:

1. How are you doing?
2. Great! Glad you asked. I'm with (X Company) and we just received this new (product x)—it is amazing. It beats the competition hands down for a third of the price. Smaller, faster, and less expensive make it a winner. It's already a sales leader. Hey, if you know anyone who might be interested, call me! (Hands business card to the listener as visual aid)

# Activity

Prepare an elevator speech (no more than thirty seconds) and present to the class.

# Key Takeaway

1. Persuasion is the act of presenting arguments for change, while motivation involves the force to bring about change. The concept of measurable gain assesses audience response to a persuasive message.
2. We are motivated to communicate in order to gain information, get to know one another, better understand our situation or context, come to know ourselves and our role or identity, and meet our fundamental interpersonal needs.
3. Speaking to persuade should not involve manipulation, coercion, false logic, or other unethical techniques.
4. You often don't know when opportunity to inform or persuade will present itself, but with an elevator speech, you are prepared!

# Exercises

1. Select an online advertisement that you find particularly effective or ineffective. Why does it succeed, or fail, in persuading you to want to buy the advertised product? Discuss your ideas with your classmates.
2. Consider your life in relation to Maslow's hierarchy of needs. To what degree do you feel you have attained the different levels in the hierarchy? Two or three years ago, were you at the same level where you currently are, or has your position in the hierarchy changed? In what ways do you expect it to change in the future? Discuss your thoughts with your classmates.



**AUTHORITY**