

Persuasion And Influence Skill

1. Building block of trust
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A. Building Block of trust

<https://www.forbes.com/sites/dennisjaffe/2018/12/05/the-essential-importance-of-trust-how-to-build-it-or-restore-it/?sh=3537f5764fe5>

Six Building block of trust:

1. **Reliability and Dependability:** A person or group that is true to their word and fulfills their commitments encourages trust.
2. **Transparency:** Every decision and meeting should be open to all. There should be no secret in upper level management.
3. **Competency:** If you think a person, leader or organization is not capable of doing what they are supposed to do, you cannot trust them. They should do the things that they promise in order to win trust.
4. **Sincerity, Authenticity and Congruence:** Act differently than what they say.
5. **Fairness:** Both the sides should respect each other emotions and feeling
6. **Openness and Vulnerability:** If a person never says they are wrong and apologizes or acknowledges their mistakes, other people do not feel comfortable disagreeing with them or sharing their own thoughts

Once we acquired trust we can easily use it

- a. To Persuade
 - b. Negotiate
 - c. Influence
 - d. Manage Conflict
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B. Persuasive Technique

Persuasion mode

<https://pathosethoslogos.com/>

Art Of Persuasion:

<https://www.betterhelp.com/advice/persuasion/the-art-of-persuasion-what-it-is-and-how-to-practice-it/>

Linkedin Course 1: 3 Modes Of Persuasion

Linkedin Course 2: Persuading Others

Aristotle modes of persuasion

- a. **Ethos** : convince the audience by character or by credibility
- b. **Pathos** : Related to emotions, Convince by emotions
- c. **Logos** : means to convince an audience by use of logic or reason.

C. Principle of Influence

Persuasion is winning the heart of the target, whereas Influence is the change in the manner of thinking of the target.

- If Persuasion is an action , Influence is the state of condition.
- Persuasion is a direct process , Influence is indirect process.

Difference between Persuasion and Influence:

<https://www.zehrenfriedman.com/influence-skills-blog/2015/10/12/whats-the-difference-between-persuasion-and-influenceinfluence-tip-2>

Five Influence Style:

1. **Bridging**: Bringing more people into the conversation
2. **Rationalize**: People with a rationalizing influencing style tend to use logic and reasoning to try to persuade others.
3. **Asserting**: Those with an asserting influencing style tend to use authority and assurance as their way of motivating others.
4. **Inspiring**: Those with an inspiring influencing style use example, Stories and comradery to motivate others.
5. **Negotiating**: People with a negotiating influencing style tend to search for a middle ground as a way to motivate others.

Here are a few tactics that can help you implement all five influencing styles in your everyday practice:

Keep an open mind: Enter meetings without assuming you know the problems or solutions.

Consider your body language: Just like your words, your body language is sending a message.

Keep your shoulders back and face your torso toward the other person. Avoid slouching and crossing your arms.

Ask questions and listen carefully: Notice the tone, the body language, and the way people structure their ideas. What are their concerns? When are they most animated? Write down or make a mental note of when people say or do something that indicates what motivated them.

Review the evidence: Based on your observations, what has the person revealed to be their influencing style?

Match their style: Meet them with the same communication style that they use—the one they're most comfortable with. Practice empathy and pay close attention to how your influence is received. Adapt as the conversation progresses.

Six Principle Of Influence:

<https://alyjuma.medium.com/the-6-principles-of-influence-how-to-master-persuasion-2f8c581da38b>

- a. Reciprocity: Do with others , What you want from them
- b. Consistency: Committed to your words, and stick with your commitments
- c. Social Proofs:
- d. Likings: Do things so that others will like you.
- e. Authority:
- f. Scarcity:

7 Tips to develop Influence skill:

<https://www.learnlight.com/en/articles/the-importance-of-soft-skills-in-adapting-to-the-new-normal/>

D. Building Reciprocity

Principle of Reciprocity :- We try to repay, in kind, for the favors extended to us. Humans thrive on this give and take relationship.

How the Norm Reciprocity Works:

<https://www.verywellmind.com/what-is-the-rule-of-reciprocity-2795891>

Types of Reciprocity

There are three main types of reciprocity:

Generalized reciprocity: This form often involves exchanges within families or friends. There is no expectation of a returned favor; instead, people simply do something for another person based on the assumption that the other person would do the same thing for them. This type of reciprocity is related to altruism.

Balanced reciprocity: This type involves a calculation of the value of the exchange and an expectation that the favor will be returned within a specified time frame. For example, someone might exchange something they have, whether it is a skill or tangible item, for something of perceived equal value.

Negative reciprocity: This form of reciprocity happens when one party involved in the exchange is trying to get more about it than the other person. Selling a much-needed item at an inflated price is one example of negative reciprocity.

Reciprocity At Work:

<https://axerosolutions.com/blog/reciprocity-at-work-how-to-master-persuasion-in-your-workplace>

E. Story Telling

10 Steps to Master at Storytelling

<https://www.treksoft.com/en/blog/10-steps-to-mastering-the-art-of-storytelling>

How To be a Good Story Teller:

<https://www.improveyoursocialskills.com/how-to-be-a-good-storyteller>

In other words, these are the three ingredients to a good story

- 1) Holding Interest
- 2) Building Connection
- 3) Providing a Satisfying Conclusion.

Seven tips Remember to:

1. Immerse your audience in the story.
2. Tell a personal story.
3. Create suspense.
4. Bring characters to life.
5. Show. Don't tell.
6. Build up to S.T.A.R. moment.
7. End with a positive takeaway.

<https://visme.co/blog/7-storytelling-techniques-used-by-the-most-inspiring-ted-presenter/s/>

F. Negotiation

Linkedin course: Negotiation Skills

15 Ways to negotiation skill:

<https://www.forbes.com/sites/forbescoachescouncil/2018/12/21/15-ways-to-level-up-your-negotiation-skills/?sh=32485d4b56e1>

Negotiation Type:

<https://www.negotiations.com/articles/negotiation-types/>

There are two opposite types or schools of negotiation: integrative and distributive.

Linkedin Course: Negotiate your leadership Success

G. Handling Conflict

Linkedin Course: Conflict Resolution Foundation

5 Key of dealing with workplace conflict:

<https://www.forbes.com/sites/mikemyatt/2012/02/22/5-keys-to-dealing-with-workplace-conflict/#4a6665a21e95>

Two major cause of conflict:

1. Communication
2. Emotion

The following tips will help to more effective handle conflicts in the workplace:

- Define Acceptable Behavior
- Hit Conflict Head-on
- Understanding the WIIFM (What's In It For Me) Factor
- The Importance Factor
- View Conflict as Opportunity

10 Tips for Handling Conflict:

<https://blog.hubspot.com/service/handling-conflict-work>

1. Talk Privately
2. Listen to the Other Person
3. Acknowledge Your Similarities
4. Admit Your Mistakes
5. Focus on Behavior, not Personality
6. Be Selective
7. Set a Positive Example
8. Consider the Bigger Picture
9. Avoid Escalating Tension
10. Use a Mediator

H. Customer Conversation

Effective Customer Interview:

1. Focus On the Problem
2. Define Customer archetypes : Understand their role
3. Develop an agile mindset:
4. Be prepare to listen and learn
5. Preferably conduct in-person Interview

Asking the right questions and the questions in the Right manners are both equally important.

I. Interview Skill

9 Tips On Conducting Great Interviews

<https://www.forbes.com/sites/shelisrael/2012/04/14/8-tips-on-conducting-great-interviews/?sh=5cf6a42e56f1>

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