Ravi Pappu

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Dr. Wang

Chapter 9

The main focus here in chapter 9 is on persuasion. Persuasion is a necessary skill in order to get what you want from someone. You must be convincing and know your material. You must do whatever it takes to get what you desire. Your presentation must look good and as long as you are convincing your good to go. The same thing applies when you are trying to sell someone a product or service. Being enthusiastic and showing a positive attitude helps. You want to be nice and approachable. You shouldn’t seem to demanding and forceful. The chapter also talks about one’s tone of voice. Usually when presenting material whatever it may be you want to talk loudly and clearly. You should know your audience, and who you’re presenting to. The three characteristics are feasible, credible and beneficial. These are the three keys for effective persuasion. Being credible is the most important of these three in my opinion. If you are credible and have a good reputation you will succeed.