

Leading with Persuasive Communication

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Agenda

- Persuasion
- Persuasion strategies by Robert Beno Cialdini
- Writing persuasively
- Persuading your employees

Persuasion

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



Where to focus?



**Journey with the
right customer**



**PICK THE WRONG PARTNER
RUIN YOUR LIFE**



Professor Robert Beno Cialdini

- Robert Beno Cialdini is an American psychologist and academic.
- He is the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and was a visiting professor of marketing, business and psychology at Stanford University.



Dr. Cialdini's 6 Principles of Persuasion

- Reciprocity
- Scarcity
- Authority
- Commitment & Consistency
- Liking
- Social Proof/ Consensus





6 SHORT CUTS

1. RECIPROCITY
2. SCARCITY
3. AUTHORITY
4. CONSISTENCY
5. LIKING
6. CONSENSUS

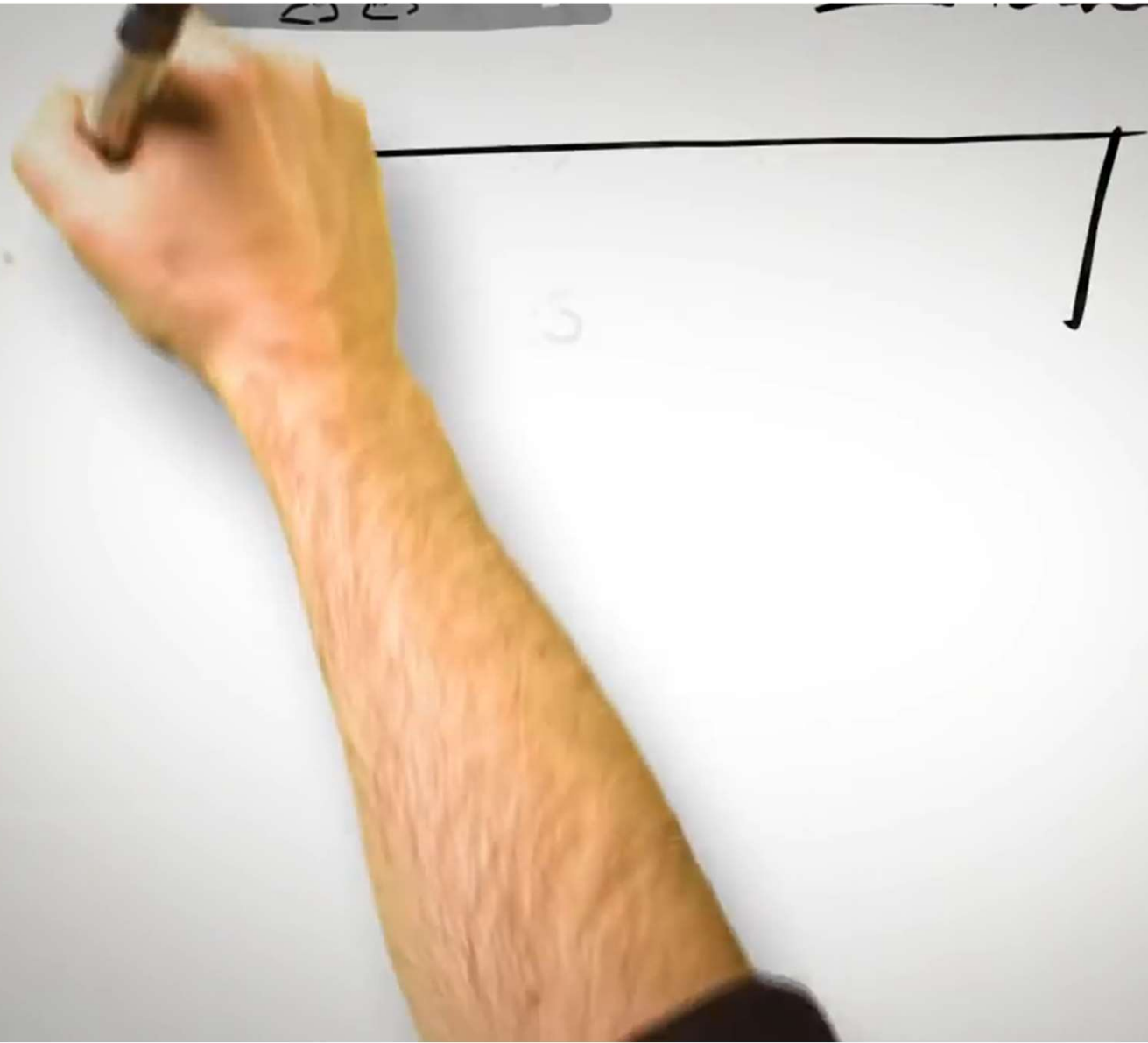
Reciprocity

- When you offer something first, people will feel a sense of indebtedness, which will make them more likely to comply with your subsequent requests.
- Why?
- It's because as people, we're deeply wired to be reciprocal.
- There are three factors that will make this principle more effective:
 - **Offer something first** – allow them to feel indebted to you
 - **Offer something exclusive** – allow them to feel special
 - **Personalize the offer** – make sure they know it's from you

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Scarcity

- **We are always drawn to things that are exclusive and hard to come by.**
- We tend to assume that things that are difficult to obtain are usually better than those that are easily available.
- Focus on benefits + What is unique + What they stand to lose.
- You can learn to trigger your customers' sense of urgency with these methods:
- **Limited-number** – Item is in short supply and won't be available once it runs out.
- **Limited-time** – Item is only available during that time period.
- **One-of-a-kind Specials** – Sometimes utilize one or both of the above techniques. Also from one-off events (e.g. collaborations, anniversaries)

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Authority

- **We follow people who look like they know what they're doing.**
- This holds especially true in fields where we aren't experts.
- Why?
- You can see this in a lot of online marketing with headlines and blog posts that include phrases like “scientists say”, “experts say”, “research shows”, or “scientifically proven”.
- You can give off the air of authority if you pay attention of these factors:
 - **Titles** – Positions of power/experience
 - **Clothes** – Superficial cues that signal authority
 - **Trappings** – Accessories/indirect cues that accompany authoritative roles

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Commitment & Consistency

- The way to earn customer loyalty using this principle is to make them commit to something, whether it is a statement, a stand, a political affiliation, or an identity.
- The principle of consistency says that they will then feel an automatic compulsion to stick with the decision they've already made.
- Follow these three ways to leverage off this principle:
- **Ask your customers to start from small actions** – so they'll have to stick to it.
- **Encourage public commitments** – they'll be less likely to back out.
- **Reward your customers** for investing time and effort in your brand.

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Liking

- **We are more likely to comply with requests made by people we like.**
- We like people who are similar to us, people who pay us complements, people who cooperate with us.
- Follow these factors to make the Liking principle work:
 - **Physical attractiveness** – [Make your website] well-designed, function and suit what you're selling.
 - **Similarity** – Behave like a friend, not a brand. Show them that you can relate to, and understand them.
 - **Compliments** – Have a voice; use social media platforms not to broadcast, but hold intimate conversations and form relationships with your customers.
 - **Contact and Cooperation** – Fight for the same causes as your customers. Nothing builds rapport and closeness like good old-fashioned teamwork.
 - **Conditioning and Association** – Associate your brands with the same values that you want to communicate and possess.

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- **Social Proof/ Consensus**





Social Proof/ Consensus

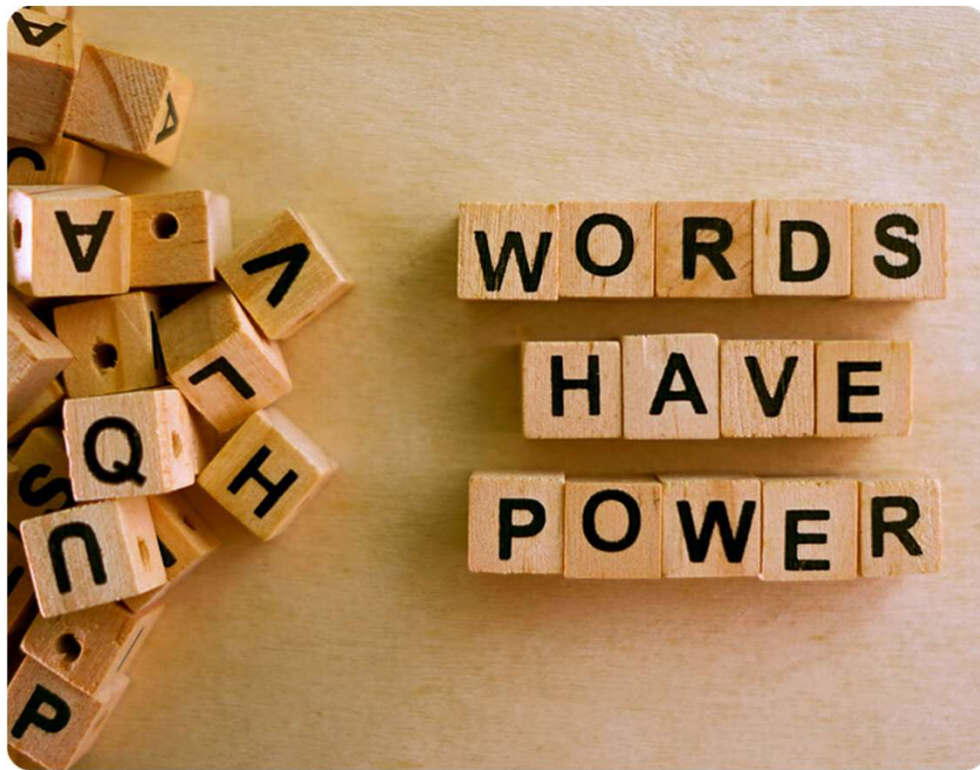
- **We tend to have more trust in things that are popular or endorsed by people that we trust.**
- Have you ever wondered how social media influencers have gotten to be so... powerful?
- It's because of the principle of social proof. People are more likely to endorse a product or service or to perform a certain behavior that has already been endorsed by a person they trust, whether it's friends, family, or an expert in the industry.
- This is why one of the most powerful persuasive techniques used today comes in the form of social influence...
- ...because it works.

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Writing Persuasively



AIDA Approach

- Gain **a**ttention
- Build **i**nterest
- Reduce resistance to create **d**esire
- Motivate **a**ction

Gaining Attention & Building Interest

- **Gaining Attention:**
 - Begin with an attention getting statement that is : **personalized, you oriented, straightforward and relevant.**
 - You can use **compliment, unexpected fact, stimulating question, readers' benefit, summary of the problem, or candid plea for help.**
- **Build interest:**
 - Prove the **accuracy and merit of your request** with facts, figures, expert opinion, examples, and details.
 - Suggest direct and indirect benefits for the receiver.
 - **Example:**
 - **Direct Benefit:** If you accept our invitation to speak, you will have an audience of 50 potential customers for your products.
 - **Indirect Benefit:** Your appearance would prove your professionalism and make us grateful for your willingness to give something back to our field.

Reducing Resistance

- Identify possible obstacles; offer counter arguments.
- Demonstrate your credibility by being knowledgeable.
- In requesting favors or making recommendations, show how the receiver or others will benefit.
- Example: *Your gift to the Neonatal Center would help us purchase an Intensive Care Ventilator that would be put to use immediately in caring for critically ill and premature newborn infants.*

Motivating Action

- Ask for specific action confidently.
- Include an end date, if appropriate.
- Repeat a key benefit.
- End the message with the request or with words that recall the appeal.
- Example: *Please respond by May 1 so that we may add your photograph to our announcement.*

Persuasive Invitation

- Dear Dr. Thomas:
- Your book *Beyond Race and Gender* stimulated provocative discussion across the nation and on our campus when it appeared last spring.
- Business students at Georgia State University now consider you the nation's diversity management guru, and for that reason they asked me to use all my powers of persuasion in this invitation. Because we admire your work, we'd like you to be our keynote speaker at the GSU Management Society banquet May 5.
- As students at an urban campus in a metropolitan area, we're keenly aware of diversity issues. In your words, America is no longer a melting pot of ethnic groups; it is now an "American mulligan stew." We'd like to hear more about the future workforce and how managers can maximize the contribution of all employees.

Persuasive Invitation

- Although we can't offer you an honorarium, we can promise you a fine dinner at the GSU Faculty Club and an eager and appreciative audience of over 100 business students and faculty. Speakers in the past have included the Reverend James R. Jones and Vice Mayor Rebecca A. Timmons.
- The evening includes a social hour at 6:30, dinner at 7:30, and your remarks from 8:30 until 9 or 9:15. So that you won't have to worry about transportation or parking, we will arrange a limousine for you and your guest.
- Please make this our most memorable banquet yet. Just call our adviser, Professor Alexa North, at 356-9910 before April 1 to accept this invitation.
- Sincerely yours,

Persuasive Request

- **Opening**

Dear Ms. McLaughlin:

You'll agree, I'm sure, that college teachers of business communication need to be in touch with business leaders in the field. Established leaders like you can give the teachers that input from reality that is so very important in all practical coursework.

Persuasive Request

- **Body**

For this reason I believe that you can make a vitally important contribution to the national meeting of the Association for Business Communication, which will be held in New Orleans at the Sheraton Hotel, October 28-31. Specifically, I want you to speak to us Friday afternoon from 2:00 to 2:45 p.m.

What I'd like you to do is describe what you do as a correspondence supervisor at Winn Dixie. Whatever you can tell us that would help us as teachers is what you should include. Especially would the members like to hear about the writing problems of business people and what you think we should be doing in the colleges to correct them. I suggest that you speak for about 30 minutes, leaving the final 15 minutes for questions.

Persuasive Request

- **Closing**

- Will you please accept this major part on our program, Ms. McLaughlin? By so doing you will be helping to improve instruction at the colleges represented by our 1,500 members. As I must have the program completed by the 15th, may I have your answer before the 10th?
- Sincerely,

Determining the Appeal

- Two broad categories:
- Emotional
 - appeals to the senses (feeling, tasting, smelling, hearing)
- Rational
 - appeals to the thinking mind (saving money, making money, doing a better job, getting better use)

Determining the Appeal

Select the appeals that fit product or service.

- Some better suited to emotional
 - music
 - cosmetics
 - fancy foods
- Some better suited to rational
 - work tools
 - tires
 - industrial goods

Determining the Appeal

Select the appeals that fit the prospects.

- Sales to retailers (for resale)
 - probably rational
- Sales to ultimate consumers
 - either rational
 - or emotional

Organization of the Sales Message

- Many variations are used.
 - whatever works
- But there is this conventional pattern:
 - gain attention
 - create desire
 - cover all necessary information
 - drive for the sale
 - possibly add a postscript

Gaining Attention

- Offer something valuable, promise a significant result, or describe a product feature.
- Present a testimonial, make a startling statement, or show the reader in an action setting.

- Example: *How much is sex costing your company? An incident of sexual harassment can cost millions of dollars unless preventive measures are taken.*

- Describe a problem.

- Six of our computers were recently infected with the “Melissa” virus, and we lost at least 25 work hours trying to repair the problem.*

- Present an unexpected statement.

- If you checked carefully, you’d probably find that 20 percent of your customers account for 80 percent of your profits.*

Building Interest

- Describe the product in terms of what it does for the reader.
- Show how the product or service saves or makes money, reduces effort, improves health, produces pleasure, or boosts status.
 - Example: Our computer-based training program teaches your employees what behavior is acceptable and unacceptable, while showing you steps that can be taken to reduce the risk of employer liability.
 - **Suggest reader benefits:**
 - Now you can immediately protect all your computers from the latest viruses with our online anti-virus program.
 - **Pay a compliment:**
 - Because no one generates as much audience enthusiasm as you do in your presentations, we are asking you to speak
 - **Supply facts and figures:**
 - Currently 16,000 known computer viruses are in existence, and the number increases by 300 to 400 each month.
 - **Give examples:**
 - One company lost valuable data and had no recent backup disks to replace infected files.

Building Interest

- Cite expert opinion.

“Hostile code can hit without warning,” says virus specialist Dr. Tony Timm, “so companies must have a virus antidote or they risk all their operations.”

- Provide specific details.

In a test comparing six of the leading anti-virus programs, our program was flawless in virus detection, easy to use, and low in ownership cost.

Building Interest

- Mention direct benefits.

Our anti-virus program can protect you from subtle corruptions of data that may go unnoticed for months.

- Mention indirect benefits.

Your company continues to be a pacesetter in the health care industry by setting an example for other organizations who are bewildered by the growing number of viruses.

Reducing Resistance

- Counter reluctance with testimonials, money-back guarantees, attractive warranties, trial offers, or free samples.
- Build credibility with results of performance tests, polls, or awards.
- Example: *This important investment in sexual harassment prevention comes with a money-back guarantee. If you are not satisfied, your entire training costs are returned.*

Motivating Action

- Close with repetition of the central selling point and clear instructions for an easy action to be taken.
- Prompt the reader to act immediately with a gift, incentive, limited offer, or deadline.
- Put the strongest motivator in a postscript.
- Example: *Sign up now and you receive a free 60-day trial. Call, fax, or e-mail us today to receive a free demo disk. You can't lose!*

A Rational Sales Message

- **Opening**
- *Would you like to save up to 12 cents a gallon on your bill for fuel oil?*
- Does your monthly oil bill make you wince? Wouldn't you like to beat the high cost of heating--cut your annual fuel bill by as much as 30-40 percent? Then, I think you'll be interested in our Catalytic Carburetor Assembly. Complete details are yours for the asking . . . as explained below.

A Rational Sales Message

- **Body**
- Installed on your present oil burner, the Catalytic Carburetor Assembly permits burning of the present type of catalytic fuel oil at highest efficiency . . . and with a clean fire. What's more, it easily pays for itself in fuel oil savings and brings your burner completely up to date. A little simple arithmetic with your current oil bill will show you how substantial these savings are. Figure you might save up to 12 cents on every gallon, and see what a difference that makes.

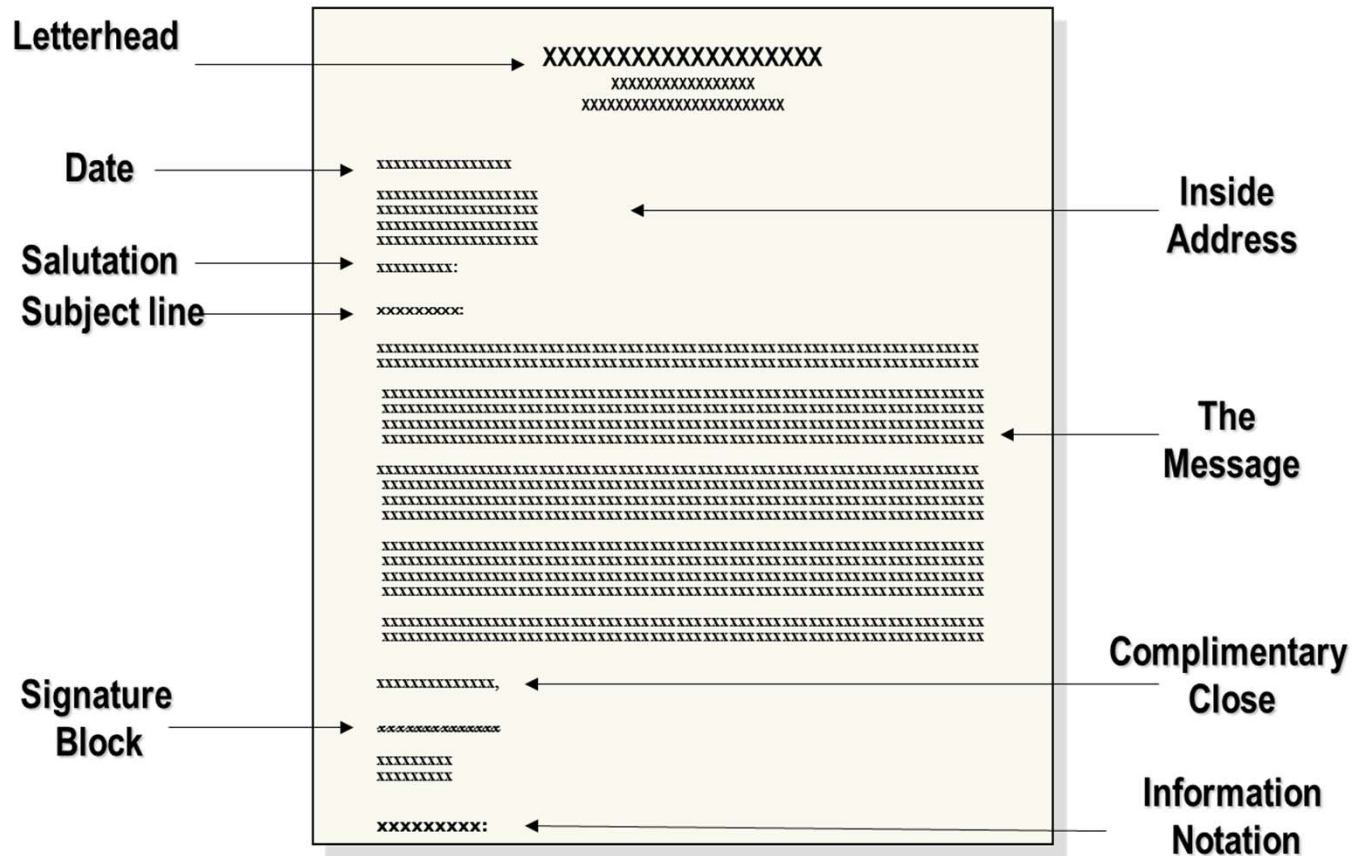
A Rational Sales Message

- **Body continued**
- But there's no need to take our say-so about the savings you can make--because we back our Catalytic Carburetor Assembly with a written money-back guarantee. You can't lose--you either get the savings we guarantee, or the assembly is removed and your money refunded in full.
- Scores of satisfied users throughout the state are enjoying more efficient, more economical heating--thanks to the Catalytic Carburetor Assembly. We believe that you, too, would benefit by installing this device on your oil burner.

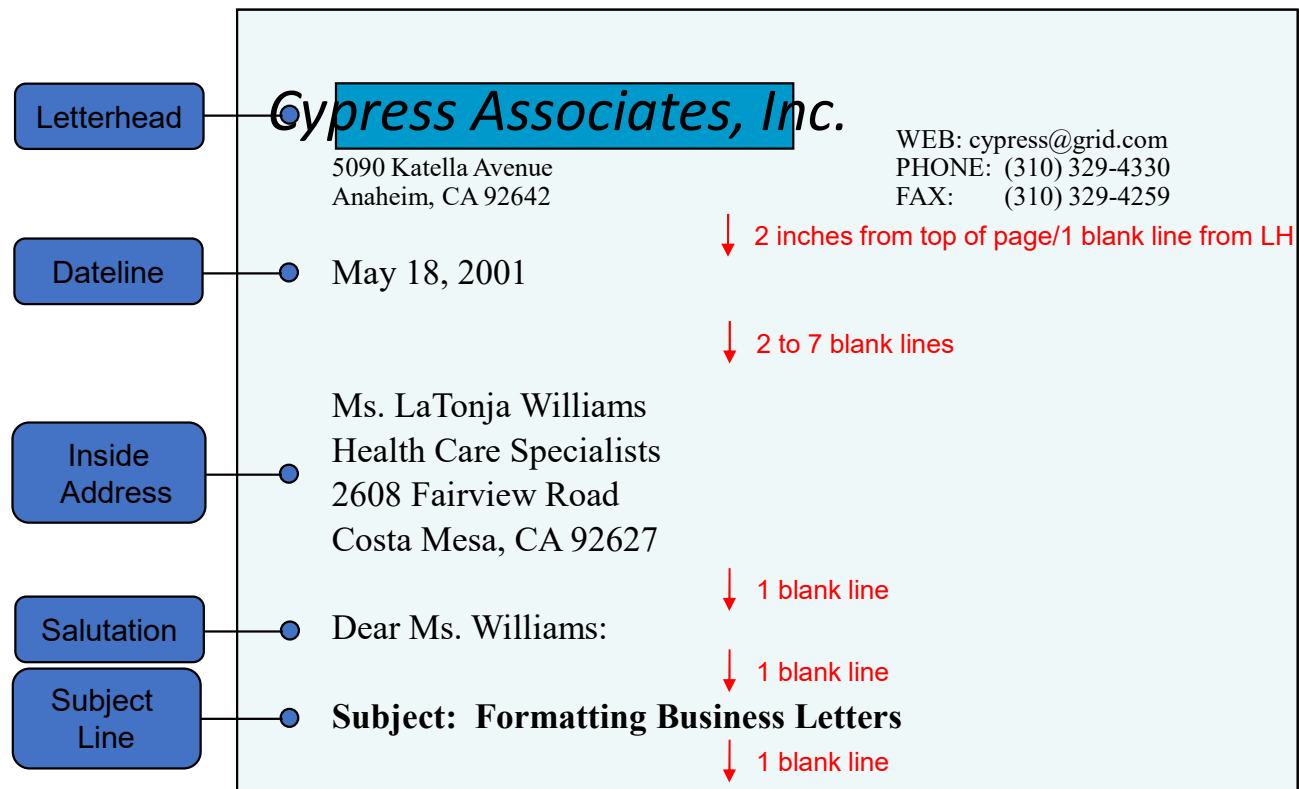
A Rational Sales Message

- **Closing**
- To receive full information on the Catalytic Carburetor and how it can save fuel dollars, just check the enclosed postage-paid card for correctness and drop it in the mail. I'll see to it that you get complete details right away . . . without cost or obligation.
- Sincerely,

Format for Business-Letters



Format for Business-Letters



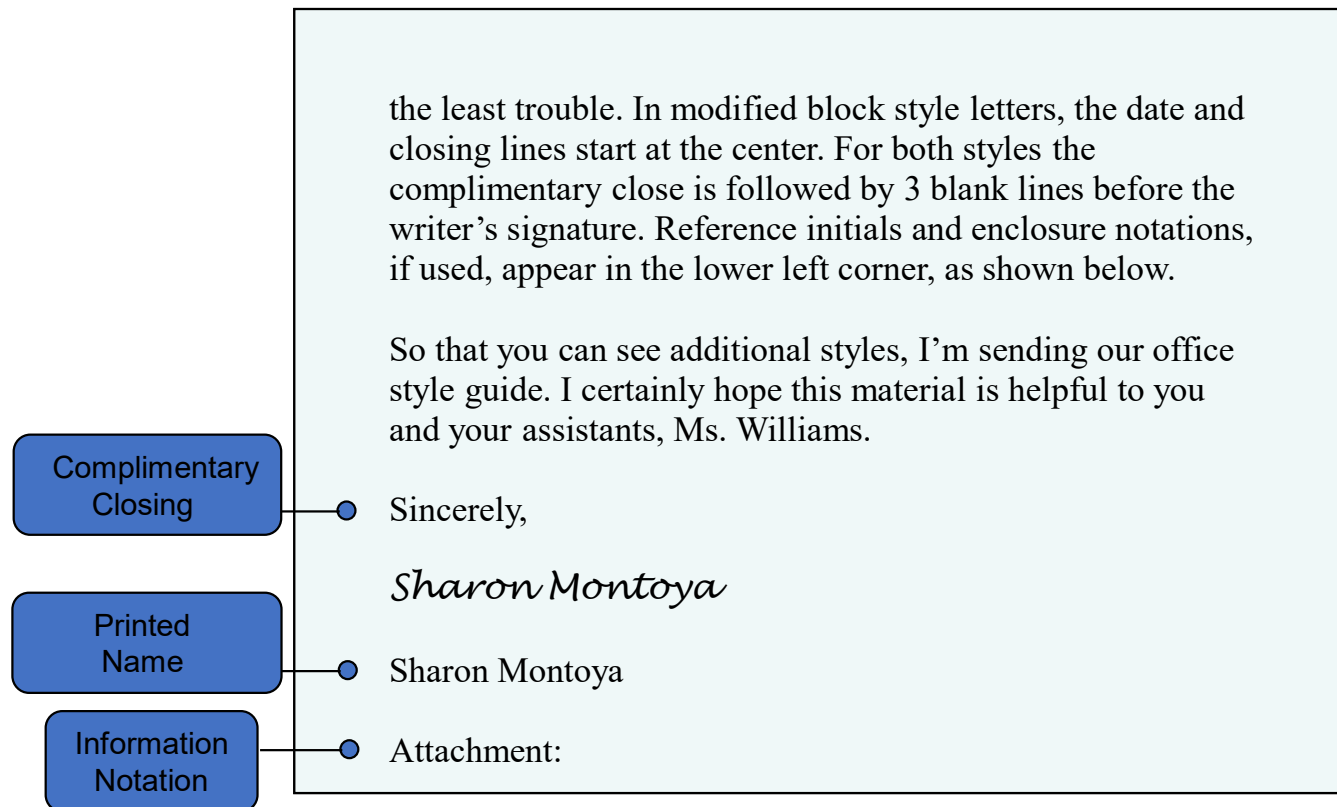
Format for Business-Letters

At your request, this letter illustrates and explains business letter formatting in a nutshell. The most important points to remember are these:

1. Set margins between 1 and 1½ inches; most word processing programs automatically set margins at 1 inch.
2. Start the date 2 inches from the top edge of the paper or 1 blank line below the letterhead, whichever position is lower.
3. Allow about 5 lines after the date—more lines for shorter letters and fewer lines for longer ones.

The two most popular letter styles are block and modified block. Block style, with all lines beginning at the left, causes

Format for Business-Letters



Format for Business-Letters

- Set side margins for 1 to 1½ inches.
- Place the date 2 inches from the top or 1 blank line below the letterhead.
- Leave 2 to 7 blank lines between the date and inside address.
- Single-space within paragraphs and double-space between. Don't justify right margin.
- Decide whether to use full block (all lines starting at the left margin) or modified block (date and closing lines starting at the center) letter style.
- Allow 3 blank lines between the complimentary close and the writer's name.

Mixed/Closed Punctuation

- **Mixed-** Dear Mr. X:

Best regards,

- **Closed-** Dear Mr. X,

Best regards.

By the way...

- Who will do the persuasion?



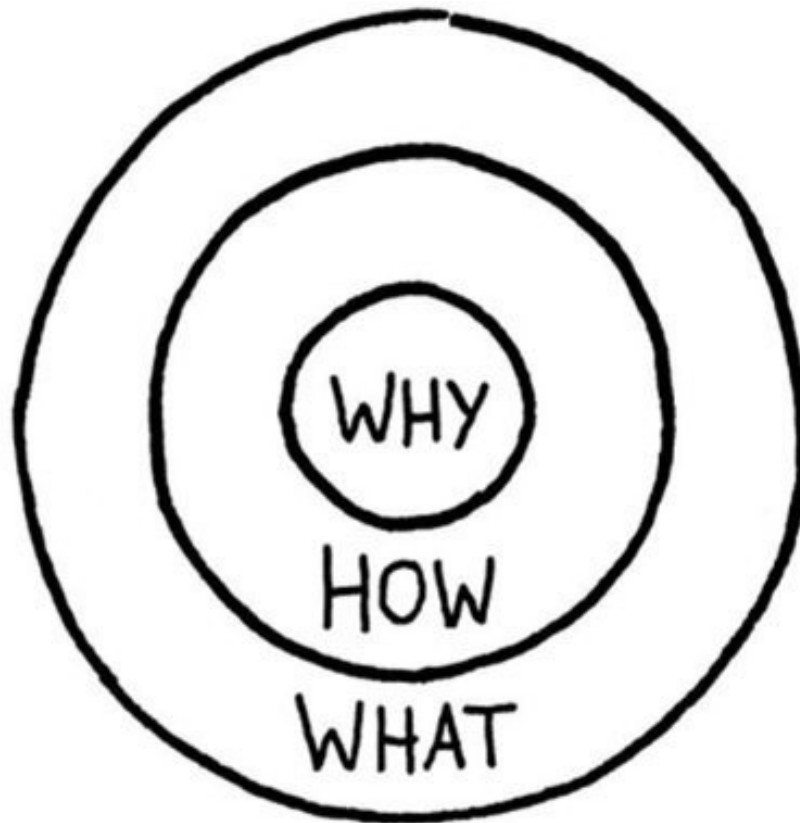


By the way...

- Why do you want to persuade a customer?



Golden Circle



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

Define Your Success



“

Success isn't about
how much money
you make, it's
about the
difference you
make in people's
lives.

Michelle Obama
First African-American First Lady of the United States



Define Your Success

**I don't make money when I sell.
I make money when I help
customers making their
purchase decision.**

- Jeff Bezos



How to persuade your employees?



“A brilliant strategy does not work unless everyone understands and believes in it. That takes communication.”

– Chuck Snearly, Director, Stakeholder communication, Ford Motor Company.



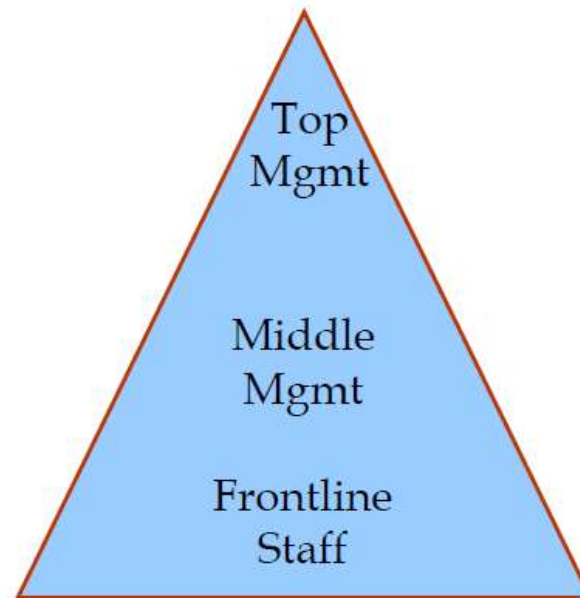
Promote Feedback



Enable Listening

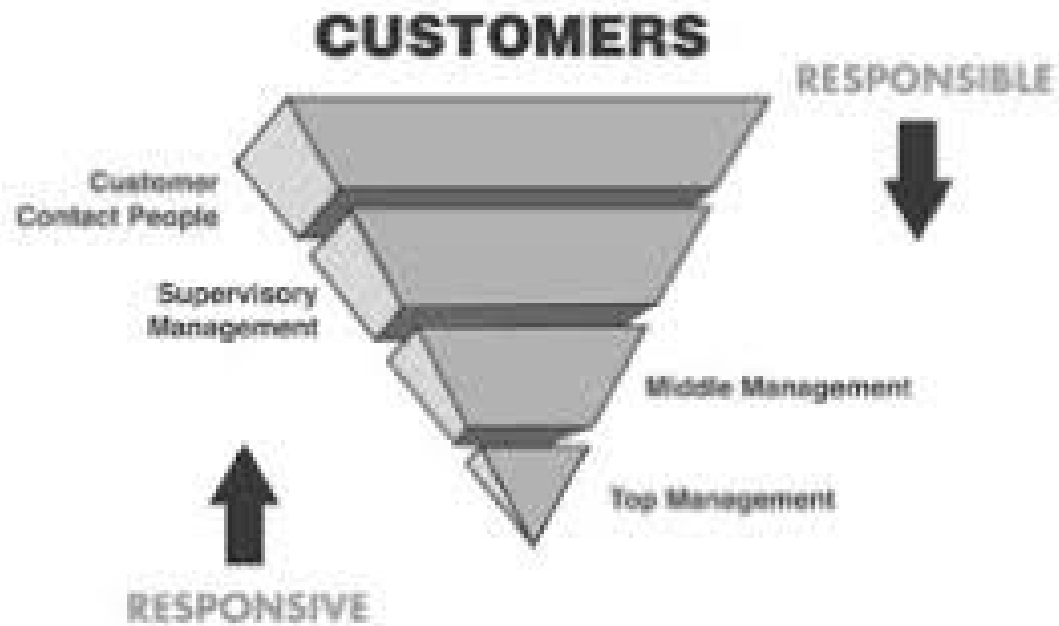


Traditional Pyramid



**Traditional
Organizational Pyramid**

Inverted Pyramid







*Don't find fault,
find a remedy.*

Henry Ford

Be Authentic!



“

If your actions inspire others to dream more,
learn more, do more and become more,

YOU ARE A LEADER.

– John Quincy Adams

”

Any questions?

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