

1.

Consider the following scenario: Imagine you are the project manager of a team that’s creating a new website for a local bookstore called BookEnds. Keiko, the bookstore’s owner, thinks some of the new features will confuse customers and asks you to modify the website design. You relay the requests to your team, and the lead developer responds to Keiko’s concerns with the following email:

1 point

Dear Keiko,

You clearly didn’t read our proposal very closely. The new features streamline the checkout process, which means fewer dropped sales. It also suggests new titles to customers based on purchase history. We used a similar design for the Paperback Palace website and their sales increased by 20% within six months. Your customers will adapt. We’ve been making websites for more than a decade, so we know what we’re doing. If you want something different, you should hire someone else. I hope this satisfies your concerns.

Sincerely,

Avery Hill, Web Solutions Software Team Lead

As a thought experiment, let’s compare this scenario to Jay A. Conger’s four common influencing mistakes:

- Approach the audience aggressively
- Resist compromise
- Fail to establish credibility, frame for common ground, provide evidence, or connect emotionally (Conger’s four steps of effective influencing)
- Assume one conversation is enough to come to an agreement

Are you ready to compare the email to the four common influencing mistakes?

☐ I’m ready!

2.

Write a paragraph describing the influencing mistakes in the Web Solutions Software email. Use Conger’s four common influencing mistakes to guide your response.

1 point

What do you think?

Your answer cannot be more than 10000 characters.

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