

The Business
Jam

Soft Skills
Framework

Learning Skills
Communication
Language Primer
B2+

PERSUASIVE COMMUNICATION



Information Page



Topic:

Persuasive Communication



Skill:

Learning Skills | Communication | Language Primer



Level:

B2+



Duration:

Reference



Format:

Presentation



PERSUASIVE COMMUNICATION

EXAMPLE SENTENCES, PHRASES AND CHUNKS

Learning Skills | Communication | Language Primer | B2+

INTRODUCTION

Persuasion is an essential component of all human communication as it is concerned with *any message that is intended to shape, reinforce, or change the responses of another, or others*. (Stiff and Mongeau, p4). This makes persuasive communication a key tool in any business communicator's toolbox. From sales pitches to tough negotiations and visionary speeches, being able to persuade others is a forceful skill that can put you ahead of the pack.

As with any other 21st Century skill, persuasion is not a skill we are born with. It takes time, dedication and practice to perfect this age-old art. Classical scholars have grappled with the intricacies of oration (public speaking) since the earliest times. For example, Aristotle (Greek philosopher, 384–322 BC) specified the 3 types of persuasive appeals in his work *Art of Rhetoric*.

Over the centuries, Persuasive Communication has been fine-tuned to become the scholarly discipline that it is today. But theory alone won't get you ahead. As an English Second Language speaker, you have to build up your own library of persuasive phrases that you can use at the right time with the right audience.

To this extent, Business Jam has developed this PERSUASIVE COMMUNICATION PRIMER, that matches persuasive techniques with effective and powerful communication phrases.

References

Aristotle. Aristotle's Art of Rhetoric. The University of Chicago Press. Kindle Edition.

Stiff, James B.; Mongeau, Paul A. (2016) Persuasive Communication. Guilford Publications. Kindle Edition.

WHAT IS PERSUASIVE COMMUNICATION?

- any message that wants to **shape, reinforce, or change** the responses of another, or others.
-

3 DIMENSIONS OF PERSUASIVE ACTIVITY

RESPONSE-SHAPING

- Help in creating favorable beliefs, images, values and (eventually) attitudes where none previously existed.
- Through socialization and social learning
- e.g., advertising preparing the shopper to buy a new product, first meeting with client
- From no response to some response (e.g., like)

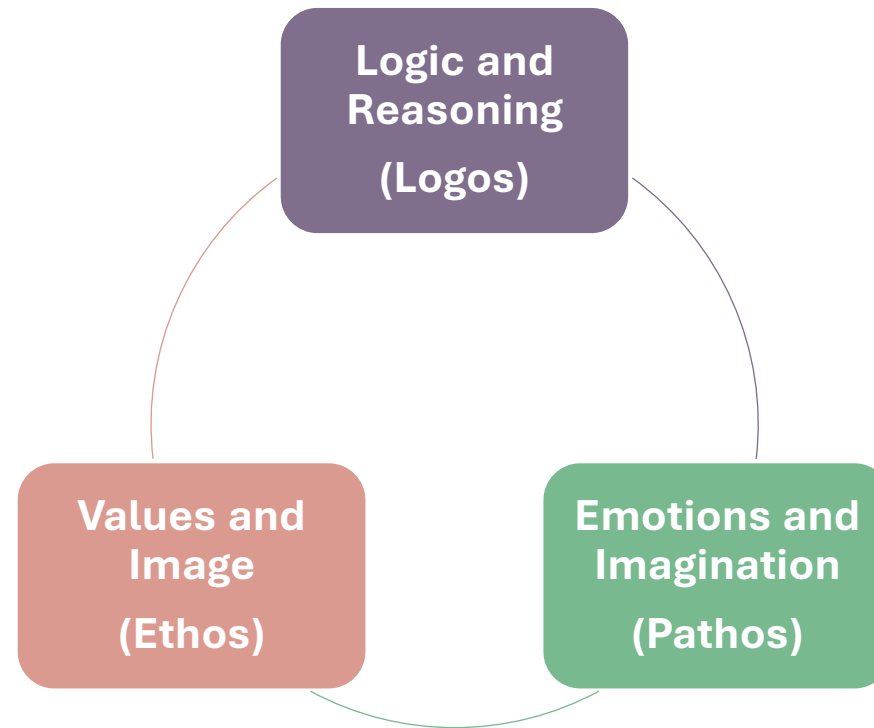
RESPONSE-REINFORCING

- Activities are designed to maintain and strengthen existing behaviors
- Self-help groups, brand loyalty, e.g. airmiles, upselling or increasing a sales order
- No change

RESPONSE-CHANGING

- Existing attitudes, beliefs, values, and behaviors are exchanged for new ones.
 - Processes evolve slowly over time
 - From one (existing) position to another (different) position.
 - e.g., selling to a new client
-

3 TYPES OF PERSUASIVE APPEALS



PERSUASIVE TECHNIQUES



Rational Analysis



Cite Credible Sources



Reference policies, rules and standards



Establish urgency and scarcity



Demonstrate pain & gain



Build alliances and coalitions



Use social proof



Initiate reciprocation or exchange

Persuasive Techniques (continued)



The background features a collage of business-related graphics: a pie chart in the top left, a bar chart in the top center, a magnifying glass over a line graph in the middle left, and a document with a pen in the bottom right. The overall theme is data analysis and business strategy.

RATIONAL ANALYSIS

If we **consider all the facts**, we can **conclude that** this is the best solution.

We **conducted research/onsite testing** that...

The **evidence clearly shows** that ...

Our recommendation **is supported by research** conducted over a period of 5 months.

Logic and
Reasoning

SITE CREDIBLE SOURCES

According to the latest Impact Research, we are ranked

Forbes Magazine **just quoted** our CEO in an article...

Several leading websites **have referenced** our articles in their blog pages.

In the latest edition of Time Magazine, our company is listed as

Logic and Reasoning

REFERENCE LEGITIMATE POLICIES, RULES OR STANDARDS

We are **fully compliant** with ISO

We **adhere to** the Accounting Standards set out in...

We **follow** the policies determined by Head Office.

We are proud to **be certified** as a

Logic and
Reasoning



NOW

Later

Emotions
and
Imagination

ESTABLISH URGENCY OR SCARCITY

If we don't make use of this opportunity, we might never have the chance to _____ again

This is the perfect time to put our plan into action.

There are not a lot of options left in this market.

We can't delay this anymore. We have to take action.

DEMONSTRATE PAIN AND GAIN

We might have to **byte the bullet** on this one, but we will **reap the benefits** later.

This is a **difficult time**, but we will **get through it** if we make the right decision.

No pain, no gain.

We will see the **fruits of our labor** later.

Emotions
and
Imagination



BUILD ALLIANCES AND COALITIONS

If you invest in us, you will **join our elite group** of industry leaders.

Our partnership will set an example in the industry.

This is the time **to join our community**.

Together we can overcome any obstacle.

Values and
Image

USE SOCIAL PROOF

More than 10 000 Facebook followers cannot be wrong about our product.

Our membership has increased by...

We have seen **an increase of 10% in Likes on our FB page** in the last month.

The buzz on Instagram proves our popularity.





Logic and Reasoning

INITIATE RECIPROCATION OR EXCHANGE

We are willing **to take the same measures** to make this work.

We can look at **adding more benefits** to the deal **to make it easier for you to sell it to the board.**

In exchange for _____, we will_____.

If you **add _____ to your offer**, we would be **more inclined to sign the contract.**

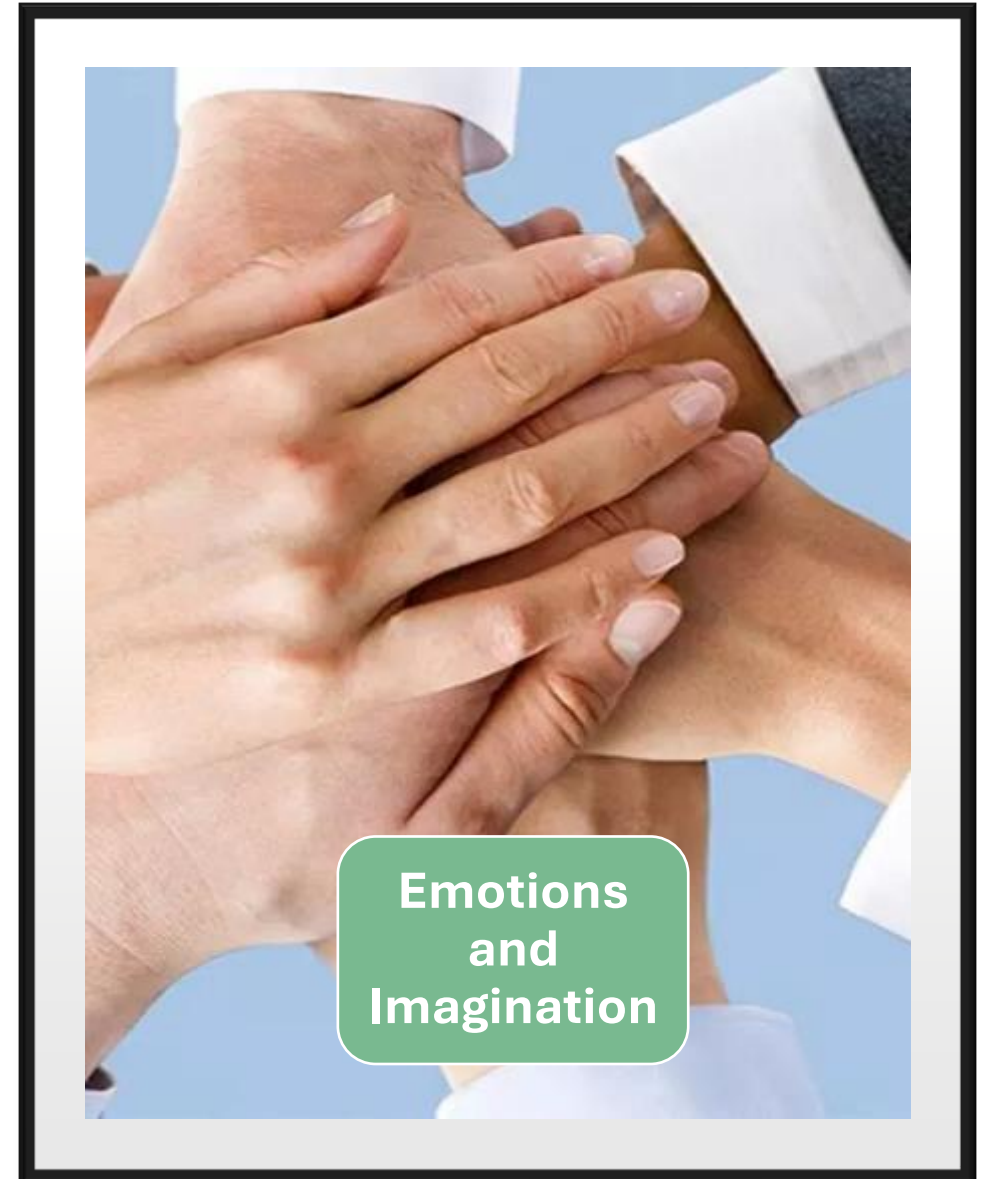
ENCOURAGE COMMITMENT AND CONSISTENCY

We are **committed to achieving the goals** we set out for this project.

It is **our commitment** that **sets us apart** from other companies.

Through **regular contact and consultation** sessions we will achieve the desired results.

We will **regularly update** you to ensure that you are **informed of the newest developments**.



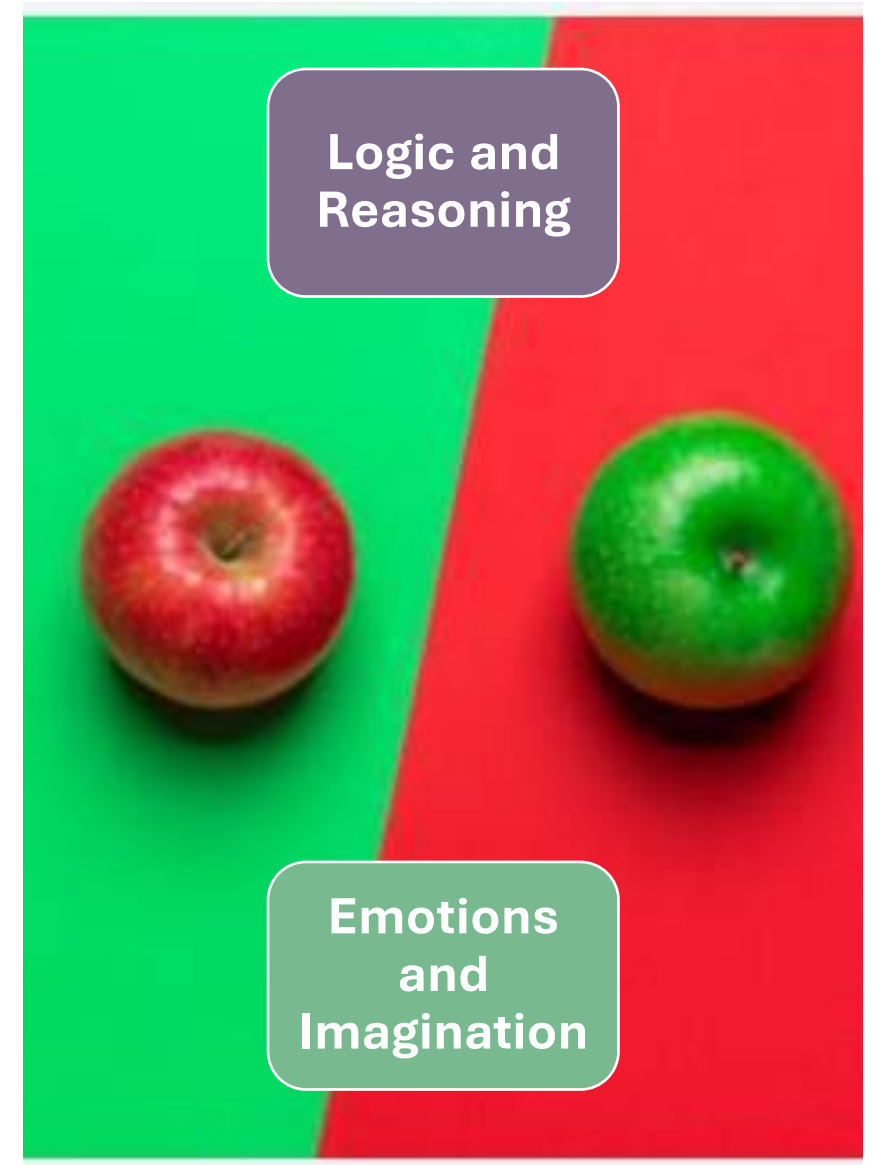
PRESENT STRIKING COMPARISONS OR CONTRASTS

In **stark comparison with** our competitors, we actually _____.

If you **contrast this year's results**, with the same period last year, the progress we made is obvious.

The two offers are **vastly different**.

We **differentiate** ourselves by _____.



ALIGN WITH SHARED VALUES OR PRINCIPLES



Like you, _____ is one of our key corporate values.



We prefer to **partner with** companies, like you, that **share our values and principles**.



We share your commitment to_____.



Both our **companies' foundations** are built on _____.



Values and
Image

CONNECT TO STRATEGY OR HIGH-LEVEL GOALS

This deal puts us **firmly on the road to reach our vision** for 2050

By becoming our partner, you will be **on target to meet your sales budget.**

Our strategy is our guide to **realizing our goals.**

Achieving _____ is **our highest priority.**

Emotions
and
Imagination

BUILD RAPPORT, RELATIONSHIP AND TRUST

I **trust** this deal will be the best for both of us.

I look forward to **building our partnership** together.

Together we can make this deal work.

I **am convinced** that this strategy will help us to **achieve our vision together**.

Values and
Image



Values and
Image

LIKE AND BE LIKABLE

It is a pleasure to meet you.

I look forward to meeting you again.

I heard a lot about your company and the success you've had in the past.

That's great. I really like that idea!

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