HOW TO PERSUADE & INFLUENCE YOUR MANAGERS, COLLEAGUES AND EMPLOYEES

By Employment King

I have always been interested in persuading and influencing skills, probably through watching too many Derren Brown shows, I will agree that persuasion skills can me dark and secretive and I would add once you know the secrets of influencing others you will be able to use them for good.

The techniques and patterns below have been split into headings to make it easier for you to follow, alone the techniques may or may not be effective and I would add, once you start to combine these patterns they will become highly powerful and you will become very influential. Many of the patterns are easy to understand, with others I have added examples and you will agree that you will need to re-write the techniques to fit your own working situations.

For me the influencing and persuasion language patterns are the key to becoming a master persuader, as they can be slipped into conversation without "other's" knowing, even if they read this article.

The language patterns will help you pace and lead the conversation to where you want it to go, and you will agree if you can change the direction of the conversation you can change the emotions people are representing internally, once you can influence a person's emotions you can get whatever it is you want; Promotion, Pay Rise, Support on a Project, you will agree, the list is endless isn't it? And that's why these techniques are used by Persuasion Artist, Sales People, Seducers, Business Professionals the list goes on and on, you are already thinking of how many ways you can use these amazing persuasion techniques?

Many of these techniques original come from NLP, mainly from The Milton Model Technique and I would recommend everyone who is serious about learning these techniques to read up on the Milton Model (Eric Milton – Hypnotherapist) there is a second and just as powerful book that I will recommend later on in this article, for now let's get you started:

1. **Get people to like you – people are more likely to be persuaded by people they like**

2. Talk to your colleagues when they are in a good and/or excited mood as they will associate these good feelings with you by the Law of Association

3. Repeat back what someone has said to you, show you have been listening

4. People will like you if you like them – let people know they are liked by you ideally through a third person

5. Share common interest with colleagues as people like similarities

6. Mirror and match the other person's body language to gain rapport

7. Match the other persons speech; tone, speed and pitch as people like similarities

8. Groom yourself because people associate good looking people with favourable traits

9. Make people feel good about themselves; you probably have people in your life that you love to be around, why? Because they make you smile, laugh and feel good about yourself, don't they?

10. Complement people on their hard work as people have an automatic response to flattery often even if they know someone is trying to win them over

11. This may need practicing for some, talk without using ummm's and err's as these represent a lack of confidence

12. Smile – a smile goes a long way its shows you to be confident and warm and people are drawn to both of these things

13. Reciprocation; Do a small favour for someone and they feel compelled to return the favour – even if it is bigger the favour you did for them

14. Using the rule of reciprocation again, bring in a box of chocolates as a gift to your team and colleagues and later ask them for a favour which they will feel compelled to do

15. Have someone introduce you, giving a short summary of your achievements and expertise, this way you can show your authority without others thinking you are "big headed" – this obviously works best when being introduce at a team meeting for the first time

16. Ask others for flaws from your ideas/suggestions by playing devil's advocate you will gain peoples respect

17. Admitting when you're wrong makes you more trustworthy

18. Get People Interested in X

19. Use the rule of scarcity, people want more of what they can't have "I need some help on this project, but I can only have one more person working with me"

20. Using the same rule of scarcity, when you are asked for advice/support – make the person asking feel that you are not available and they will want your advice/support all that much more, turning you into someone important "I will be able to help you with this and I can already think of several new ideas, I'm not available today but I will be able to meet on Wednesday?"

21. Congruence - Starting in advance; ask someone to do something small for you, by the time you ask them to do a "bigger favour" they feel compelled to do it due to the smaller favour representing their identity "can you stay 10 minutes late tonight……(a week later) can you stay 20 minutes late tonight…(a week later)…can you stay an

hour later tonight" – this is just a simple example, you need to ensure the employee (in this example) does not feel you are taking advantage or you will lose all of your influencing skills with this person, as rapport is key to persuasion

22. In advance give someone an identity during a general conversation "one of the things I like about you is that you always meet your deadlines, no matter what" a week later "I know it's short notice, but can you have this done by (date)"

23. Add a value as people see (expensive = quality); "this project is worth 1 million pounds which means we all have to work the extra bit harder to ensure we meet the job specification to the quality it is due, in the allocated time"

24. Get people emotionally involved;
    "How will you feel once we have finished the task?"
    Answer "It will feel great"
    "It will feel great once we have finished the task, being able to see the result from all our hard work, wont it? – it's probably worth staying late and getting the job done so we can feel great tonight"

25. Use "Away From Towards" Motivation "if you don't let me go on holiday, I will feel depressed which will affect my work, I've not had a holiday for such a long time that my work is not at a good standard, I need to solve this problem"

26. Use "Towards" motivation "If you let me go on holiday I will come back feeling refreshed and ready to go. I've not had a holiday for such a long time, once I return you will see some really good results"

Towards and Away From motivation can be affective once you know how to work out the other person's motivational direction

27. Tag Question; A question added at the end of a statement or question, designed to soften resistance and gain agreement, this works really well, don't you agree? It has the structure of a question, while keeping the tone of a statement. Tag questions are easy to use, don't you think?

    "I can see you want to improve, don't you?"
    "I know you want to give me a pay rise, don't you?"
    "Your perception of this company is changing, isn't it?"

28. Yes Sets (Pacing) this is a well know technique, say several statements or ask several question that have to be answered with a "yes" (this does not have to be out loud)

    An easy way to do this is to Pace Current Experience: "as you're sat here (yes) reading this article (yes I am) ready to learn more about persuasion techniques (yes)

    At the end of the Yes Set add a command and they will automatically say yes
    "You will want to (command)"

"As you are all here, on a Friday morning, at this training session….you will want to take an active part in all the activities"

29. Embedded Commands: This is a command that forms part of a larger sentence using a subtle change in voice tonality or body language and is picked up by the listener's unconscious mind.

    "My colleague said you want me to take charge"
    "You can imagine me achieving these targets"
    "You can learn this technique easily"

30. Use comparison; "one of our competitors has had to make several redundancies, we have saved everyone's jobs by freezing all employees pay rises until next year" they will compare the two situations and see that one is better than the other and much better than Just saying "we have had to freeze your yearly pay rise"

31. Read Calidiors book on Influence – Recommended by all professionals interested in persuasion and influence, I have not met a professional or read a influencing book by someone who has not researched Caidiors book – several of the techniques in this article come from the research complete for this book.

32. Curiosity; leave a note, send an e-mail or leave a message on an answer machine, it's not which communication method you use, it's about how you can get people to chase you and if you leave a message that appeals to a person's curiosity they will want to contact you.

    "We have just had some great news, give me a call and I will tell you all about it"

33. Gain commitment, ask if people are interested in X or for managers have employees sign action plans during employee appraisals as people feel compelled to follow up on something they have committed to

34. Move the conversation to where you want it to go

35. Shake hands at the end of the conversation, as people associate a hand shake with a "closed deal" – "so you're interested in working late – that's great" shake hands (the employee hadn't confirmed they would work late but now feel compelled to work late with the close deal hand shake)

36. Cause & Effect: Implies one thing (or cause) leads to another; use these follow linking words in your sentences:

    - If then
    - As you
    - Then you

- Because
- Then

37. Humans have to find a cause for every effect as we always search for things to make sense; you can use this human programme to your advantage by offering a plausible explanation to your "cause"

    "You have to stay late **because** we need to meet the targets/deadlines"

    "Once you attend the training session, **then** you will understand the importance of customer service"

38. Use "but" to delete what you have just previously said "I know you said no to my proposal **but** you have been able to imagine the profit margin we will be able to achieve" the person your speaking with will focus on the last part of the sentence

39. Complex Equivalence: Attributes meaning to something that may or may not have a 'cause' capability, like the example above it satisfies the need for looking for or finding a cause

    "Being at this meeting means that you will listen intently to what I am about to say"

    "By taking time out for this meeting means you want to help me solve my query"

40. Mind Read; Pretend to know someone's thoughts

    "I know you want to X (– meet your targets)" your employee will ask themselves "how do they know that?" and will accept the rest of the sentence

    "I know you're thinking about how you can achieve your targets this month, because you're concentrating hard"

41. Become an authority (Industry Expert) on your sector/career/job/training session as people follow authority

42. Most humans are sheep, show you are a leader and watch others follow you

43. We are all sheep, aren't we? Tell people that others are doing X and they will want to as well "Dave and Sally have both agreed to stay late and finish the project, are you staying late to?"

44. Pick the right time to ask for a favour; often when people feel good about themselves they will agree to do what you want them to do, also people feeling tiered at the end of the day will also agree by saying "OK I will do it tomorrow"

45. Dress as an authority (Business suit) as people are more likely to follow authority

46. Explain how others are doing X as people respond to social validation

47. Limit the amount of options you give someone, as the brain gets frustrated with a large selection process

48. Utilization: Takes advantage of everything in the person's experience (internal and external) to support your intention, as you did with Cause and Effect.

    Person says: "I don't understand."

    Response: "That's right, you don't understand, yet, because you have not read the whole report, once you read the report you will know this makes sense"

    Person: "I don't think I can do it"

    Response: "That's right you don't think you can do it now, but once you start the project you will realise how easy it is"

49. When giving negative feedback, give a set of achievable and specific actions for the employee to follow. Negative feedback alone will not motivate anyone.

50. Ask for help; by asking for help you become more natural and likeable which leads people to want to help you – especially if you explain why "…because….."

51. Agree with what someone is saying and then add your point, this will pace and lead someone to your way of thinking

    "I agree and I would add if you did (my way)…"

52. Get Them to Think They Way You Want Them to Think

53. Re-framing; this technique is often used in politics – putting either a positive or negative spin on a situation depending how they want to influence you; once you know this technique you will easily be able to spot it.

    You can re-frame a situation subtly to give it a different point of view. A young worker from IBM made a mistake that lost IBM $1 M in business. As she was called in to the President's office she said, "I guess you have called me here to fire me." "Fire you?" The Present replied, "I just spent $1 M on your education!"

    Another example is "You have got this wrong 3 times" Reframe "No; I have learnt three new ways it doesn't work"

54. Lost Performative: Expressing value judgments without identifying the one doing the judging.

"Working together as a team is good."
"It's important to share your ideas"

Employee thinks "who said so" but doesn't question the value judgement

55. Presupposition: The linguistic equivalent of assumptions.

    "Will you be changing your attitude now or later today?" It is assumed the person will change their attitude, the only unknown is when

    "You can do this even easier" Client is forced to have an internal representation of the outcome

56. Double Bind: Offer No-Choices when creating the illusion of choice

    "Do you want to begin this task now or later?"
    "Do you want to speak to me about yesterday's problem before or after you log-on?"
    "Take all the time you need to finish in the next 30 minutes"

57. Ask them what the answer is; when asked a question that makes you defensive "why are you dressed like that at work?" your automatic response is to defend yourself, instead ask the person what the answer is-get specifics (Chunk Down):

    "How would you like me to dress?" when they answer, ask for specifics
    Boss "By wearing a shirt"
    "What colour shirt should I wear?"
    Boss "Erm..White"
    "Can I wear a blue or green and white striped shirt?" Now the questioner has to defend themselves if they answer "no" or admit to can be flexible

58. Quoting negative behaviour will increase the negative behaviour – saying to employees "Don't be Late" can increase employee lateness, as we visualise the negative behaviour and our unconscious mind uses this image as a reference or command, as an example "don't think of a pink elephant" – what did you just picture in your mind? Use a positive behaviour "be on time tomorrow"

59. Use hand written post it notes, as people enjoy the person touch and the extra work you put in to writing the note

60. Ask people to write down their commitments as people will follow through more on a commitment they have recorded

61. Changing the circumstances allows people to change their mind; people often stick to their choice as we all like to be seen as consistent, to by pass this you can change the situations circumstances.

"Your suggestion was really good and met the original contract needs, the contract has recently been amended by our funders and we now need to look at a different approach"

62. Speak to people face to face rather than with e-mail, as people can be more susceptible when you are face to face – it can be easier to say no via e-mail

The following language patterns have been taken from the NLP Technique - **The Milton Model** and can be used (slipped in) during conversations; the Milton Model is hypnotic language design to bypass the conscious mind, many of the above persuasion and influence techniques are from The Milton Model and other NLP Techniques.

63. Universal Quantifier: Generalizations without referential index.

    - Everyone
    - No one
    - All
    - Every

    "Nobody is perfect"
    "Everyone can give this a go"
    "Every day brings something new"

64. Modal Operator: Words that refer to possibility or necessity or that reflect internal states of intensity tied to our rules in life.

    - "You should help others"
    - "You must resolve this issue"
    - "You can complete this deadline"

    Employee or colleague will accept that the statement is possible (without be able to choose), creating a "yes" set

65. Nominalization: Words which allow people to add their own understanding to them. The person does not need to put effort in to doing it – it just 'is' already

    "People can come to new understandings"
    "You can take satisfaction in your knowledge"

66. Unspecified Verb: The verb is not specified the listener needs to add their own details to make sense of the communication

    "You could just let go and notice" – Notice what?
    "I'm finishing the report" – By When?

67. Lack of Referential Index: An expression without specific reference, forcing the person to think about who/what/when/where

    "People can change"
    "It has to be completed soon"

68. Comparative Deletion (Unspecified Comparison): A comparison is made without specific reference to what it is being compared to, forcing the person to think "compared to what?"

    "You will enjoy it more."
    "This one is better"

69. Conversational Postulate: Are questions that operate at multiple levels, it sounds like a question but is really a demand.

    "Can you read that report?"
    "Can you answer the phone?"

70. Extended Quote: A quotation that has commands added to it;

    "I remember my first position as an apprentice working in a large organisation, I was given some advice from my managing director, after a company meeting he said "anyone can become an MD or whatever you want to be, you just have want it and work hard to get it"

    The quotation confuses the internal dialogue and external comments and can be used to deliver things we don't feel happy to say directly and can also be used to add embedded commands.

71. Selectional Restriction Violation: Attributing intelligence or feelings to inanimate objects, often uses in hypnosis sessions, the person senses the absurdity but allows the presuppositions to seep through

    "Your work file tells an interesting story"
    "Your chair can support you as you make these changes."

72. Ambiguity: Lack of specificity, experiencing confusion over meaning

    - Phonological: "your" and "you're" - same sound, different meaning.
    - Syntactic: More than one possible meaning. "leadership shows"

- Scope: “Speaking to you as a changed person ...” (Who is the changed person?) The context does not give any explanation

73. Punctuation: is unexpected and does not 'follow the rules', in a simple form it is two ideas connected by a word. Which ultimately forces the listener to enter their own experiences to make sense of what is being said

“I like your watch my hand closely”

We hope you enjoyed learning about persuasion and influencing techniques, the key to these techniques is simple, gain rapport with the person you want to influence. The language patterns, when used need to sound like part of the general conversation bypassing the person’s conscious mind, the above patterns will move the person’s thoughts to where you want them to be. You will agree before trying these patterns for real you first need to practice so they will come across naturally, don’t you?

First re-read the article as I have “hidden” several patterns within other patterns, did you spot any?

Finally, persuasion and influencing patterns should be used for Good not Evil; good luck and enjoy your new power!!!

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