

"Persuadees" Weigh In on Persuaders

If you don't understand yourself, you don't understand anybody else.

—NIKKI GIOVANNI

We have spent this chapter understanding obstacles and mistakes in the world of average persuaders. Now I want to look at the flip side. We'll look inside your audience's mind and reveal all the things that Persuasion Institute research tells us "persuadees" love about their persuaders. Please notice that most of these qualities are all emotion-based. You made your audience feel good about themselves or comfortable about you. There's nothing here about price, quality, or warranties. These traits keep the brick wall of resistance from forming.

1. *"He kept his promises."* Promises made during the persuasion process are fulfilled. Persuaders are honest and realistic in what they promise—they don't build false hopes or expectations. They "underpromise and overdeliver"—not the other way around!

2. *"She's really dependable."* Successful persuaders proactively give their audience the attention they deserve, doing everything in their power to resolve any problem or concern. They are reliable; nothing stops them from getting the job done or from getting a call back.

3. *"He's clearly very well trained."* Successful persuaders know the ins and outs of their product, including its strengths and weaknesses and how it stacks up against the competition. A great persuader is always an expert on the product, service, or idea he is handling.

4. *"She was very sincere, very genuine."* Real persuaders don't act like they're just out for a hefty commission. They are sincerely interested in their audience and have their best interests in mind.

5. *"I consider him a friend."* Taking the time to build rapport pays off. Personable, likable, caring, and friendly persuaders make the grade. They know that people buy from people they like.

6. *"She'd never argue with us."* A good persuader is not so bent on making a point that she argues with her prospects. She is not consumed with her own need to be right; she knows she will not persuade by demonstrating that her audience is wrong, misinformed, or uneducated.

7. *"He provides solutions that work!"* Helping an audience visualize their success brings the persuader and audience together to illustrate how the product or service will get them there.

8. *"She always takes 100 percent responsibility."* No matter what happens, a great persuader accepts full responsibility for results. When challenges present themselves, she deals with those challenges rather than making excuses.

9. *"I can tell he is really behind his products."* Successful persuaders love what they offer. They know they cannot get someone to believe in their product more than they do.

10. *"She is honest."* It is always clear where a great persuader stands. She is always honest with herself and with others. From this position of strength, she is the audience's friend, advisor, and advocate.

11. *"He's really entertaining—his visits are always a treat."* Winning persuaders are fun and enjoyable to talk to. They help others feel good about themselves and put smiles on people's faces. They are full of charisma, love to be around people, and are the ones to bring light to a room. Their presentations are lively, engaging, and informative.