

Persuasion Resistance

The worst time to learn a persuasion skill is when you need it. Persuasion must be mastered before it is needed, or the opportunity is lost forever. In all the years that I have worked in persuasion, sales, influence, and leadership, I have never yet found a perfect persuader. I have met many very skilled persuaders, but none that have completely mastered all that they were capable of achieving. This is understandable. It's demanding enough just to keep up with the bills, maintain existing customers, lead the organization, prospect for new customers, outmaneuver the competition, and increase product knowledge. Faced with so many tasks, it's difficult to find the time to spend on developing yet another skill.

Ironically, one area of persuasion that is easily overlooked is the very one that would make everything else fall into place. You've probably heard the old adage, "Dull knives work the hardest." Working hard is not the same as working smart. Are your knives sharp? Are you working smart? If you sharpened up in this one area, you'd likely be working more efficiently overall. Check yourself. Are you just going through the motions? Are you still using the same old tools over and over again without seeing the desired results? Or worse, are you making the same old *mistakes* over and over again? Are you making less than you could because of common "old-school" persuasion mistakes?

There are things you are doing right now that cause people to resist you and your message. My research shows that there are ten common obstacles mediocre persuaders make that limit their success and income. Each obstacle is like driving around town with your emergency brake on. You are wondering why your car never has much power. These problems are simple to fix, but expensive to have.

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