

Persuasion is key

Your area of persuasion might be selling a product, presenting an idea effectively, negotiating a better deal, getting a raise, influencing someone to become a better person, or reaching a troubled teenager. No matter what the setting, success in all these situations depends on persuasion. Persuasion is key in every aspect of life. Consider the following ways we use persuasion every day:

Role	Persuasion	Audience
Parents	Guide	Children
Sales professionals	Close	Prospects
Account reps	Sell	Clients
Managers	Recruit	Employees
Leaders	Influence	Followers
Coaches	Train	Teams
Advertisers	Educate	Shoppers
Lawyers	Sway	Juries
Presenters	Inspire	Listeners
Entrepreneurs	Win over	Customers
Marketers	Convince	Consumers
Mentors	Advise	Students
Politicians	Urge	Constituents
Corporations	Assure	Shoppers
Clergy	Enlighten	Members

Doctors

Counsel

Patients

The list could go on. The point is we constantly find ourselves in persuasive encounters, in every sphere of life, both publicly and privately. What is *your* persuasion IQ (PQ)? Where do *you* rank in the world of persuasion and influence? And how do you move from persuasive mediocrity to persuasion mastery?

The Man and His New, Shiny SUV: A Fable

After the purchase of a shiny red SUV, the new vehicle owner felt excited about his purchase but, at the same time, nervous about the large investment. It was a financial stretch to buy the car, but he felt so good behind the wheel. It just felt right. He was sure that this new car would open many doors—that it would be the start of something great. Things would be tight financially, but he felt the investment was worth every penny. Two weeks later, the gas light illuminated, and he automatically pulled into a gas station to fill up the tank. To his great dismay, he watched the counter on the pump go to \$20, then \$30, then \$70 . . . it finally stopped at \$82.77. "That's highway robbery!" he thought. It wasn't fair that gas was so expensive! He vowed never to buy gas again, and he never did. There his car sat, parked in the driveway, shiny and new and never moving because of his headstrong refusal to put gas in his car.

Meaning: No matter what type of vehicle (business) you have, it will go nowhere if you do not have the gas (persuasion and people skills).

Just as gas is critical to your car (regardless of cost), persuasion is critical to your business. Most people would love to be able to know how to persuade and influence others, on the spot, in any situation. Suppose you are talking to a friend, a client, or a prospect, and you can't get your point across. Now imagine you could buy a spray can of persuasion, spray that person, and have her instantly change her mind to your point of view. What would that be worth to you? How much would you pay for such a spray can of persuasion? Imagine being able to persuade others with such power and ease.

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