

## **What Is Your Persuasion IQ?**

What does it take to persuade with power in any encounter? Think about it. When was the last time you didn't get something you wanted? What happened? Did you fail to get your point across? Were you persuaded by someone else? Our understanding of persuasion and influence has changed dramatically over the past twenty years. In the past, we did not know or care how consumers thought or what prompted them to buy or take action. Most people in sales and marketing were shooting in the dark. We hoped that what we were doing was working. Dr. Antonio Damasio of Iowa College of Medicine sums it up best: "More may have been learned about the brain and the mind in the 1990s—the so-called decade of the brain—than during the entire previous history of psychology and neuroscience."

At some point, every persuader has lost a client, a customer, or even a friend, has failed at a business, or has blown a new account. Setbacks of this kind have no doubt happened to you. Sure, it hurts, but the question is: Who or what did you blame? It cost you money, embarrassed you, upset you, and someone must be blamed for your discomfort. However, when you embark on a new career, start a new business, or attempt something new, there are risks involved. When things don't work out as expected, the knee-jerk reaction often is: "Well, this doesn't work." I say, "No, it didn't work for you this time. But I know you can make it work." There are thousands of people in your field or industry, in the same (or worse) circumstances as yours, with the same intelligence (and often less) who have made it work. It is not the vehicle (whether business, real estate, network marketing, the Internet, commissioned sales, or any other endeavor) but the gas (persuasion, people skills, self-mastery) for the vehicle that makes the difference between mediocrity and success.

Persuasion is the number one skill possessed by the ultra-prosperous. If you stop and think about it, everything you want in life comes as a direct result of persuasion. Brian Tracy, a renowned expert in persuasion, says, "People who cannot present their ideas or

sell themselves effectively have very little influence and are not highly respected." The converse of this statement is that if you can effectively present your ideas and persuade others, you will be highly influential and highly respected.

**The power of persuasion enables and empowers you to:**

- Read people instantly.
- Create instant trust.
- Get others to take immediate action.
- Close more sales.
- Earn what you are worth.
- Get others to accept your point of view.
- Repeatedly hear the magical word "yes."
- Accelerate the success of your business.
- Win negotiations.
- Get your way.

Did you know that more CEOs of major U.S. corporations come from sales and marketing backgrounds than from any other discipline? Being the CEO of a major corporation may or may not be your goal, but no matter what your career choices, dreams, or goals are, persuasion is the key to your success. Persuasion professionals—sales and marketing experts—are the most sought-after employees. Parents, teachers, leaders, managers, entrepreneurs, employees, and sales professionals all need persuasion skills. Regardless of our actual job title, we all persuade—we all sell—for a living.

Napoleon Hill spent twenty years researching success and prosperity, during which he uncovered the skills and habits of millionaires and discovered what the ultra-prosperous were doing that the average person was not. What habits, skills, and traits did the successful all have in common? Following the release of his famous bestsellers, *Think and Grow Rich* and *Success and Grow Rich Through Persuasion*, Hill dubbed the ability to persuade as the most important skill for reaching one's "greatest potential."