



Powers of Persuasion

This course presents the elements of each Power, shows how to activate each Power, how to apply individual Powers and Power combinations.

We provide a process for determining which Powers will be most easily activated in each persuasion encounter.

The Friendship Power

The keys to this power are trust and a common bond.

The Authority Power

By effectively showing credibility, knowledge and authority, you reduce the risk inherent in most decisions.

The Consistency Power

We are slaves to consistency. When we learn what others are consistent with, we can frame our request accordingly.

The Reciprocity Power

This is the well documented, universal psychological requirement for quid pro quo.

The Contrast Power

In the real world of the brain, objective values simply don't matter: perceptions rule.

The Reason Why Power

Scientific studies create and validate the Reason Why Power. Ask without a reason, get turned down. Provide a reason for acting, and you persuade compliance.

The Hope Power

Hope is the strongest motivator of all human activity.

Topics Include:

- Action Plan
- The Awesome Power of Persuasion
- Persuasion Presentations