

# SHOW NOTES:

## INFLUENCE AND PERSUASION



### WAIT!

**BUYER-CENTRIC INTENTION CHECK:** Before you apply these methods, be sure that you have your buyers' best interest at heart, not just your own.

### PATHOS: MAKE AN EMOTIONAL APPEAL

Demonstrate empathy related to the buyer's current situation.

Appeal to a sense of purpose or doing the right thing.

Emphasize the impacts of doing nothing (the status quo).

Use storytelling to illustrate a transformation from the current state to an improved future state, emphasizing how they will feel and the relief of achievement.

Personalize by focusing on the more emotional Value Drivers that matter for a particular buyer (often Experiential, Aspirational, or Personal), using their own language.

### LOGOS: JUSTIFY WITH LOGIC

Justify why you are making your recommendations.

Substantiate recommendations with facts.

Tie your recommendations back to the buyers' objectives.

Show a proven path consistent with what has worked for others in similar situations.

Personalize by focusing on the logical Value Drivers that matter for a particular buyer, using their own language.

### ETHOS: ESTABLISH CREDIBILITY

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Use excellent interpersonal communication skills.

Start with a referral or favorable introduction

Share your or your company's expertise or experiences that relate to the buyer's situation.

Share relevant third-party research and data that are meaningful for the buyer.

Translate expertise, research and data into relevant insights for your buyers.

### WHAT?

Use principles of influence and persuasion in an ethical, buyer-centric way. Avoid manipulation tactics in favor of authentic dialogue, good intentions, building trust, and persuading based on Aristotle's Ethos (credibility), Pathos (emotion), and Logos (logic).

### WHY?

Whether it's due to a complicated issue or gaining consensus among a large buying committee, complex decision-making is not easy. Buyers often resort to maintaining the status quo. Sellers must be able to guide buyers to acting in their own best interest to achieve their desired outcomes.

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