

WORKSHEET: INFLUENCE AND PERSUASION

Complete the worksheet below to apply the principles of influence and persuasion to a situation where they could help a buyer move forward in the process. Refer to the Show Notes for tips.

PROSPECT: _____ **BUYER:** _____

Briefly describe the situation and the outcome you are trying to influence.

HOW WILL YOU...

Verify your own buyer-centric intentions? (Is the intended action in the buyer's best interest?)

Establish credibility? (Ethos):

Make an emotional appeal? (Pathos):

Justify with logic? (Logos):