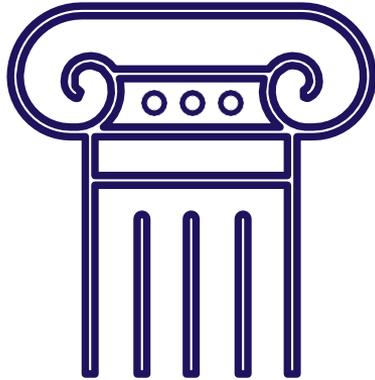


Enhancing your Persuasion Skills

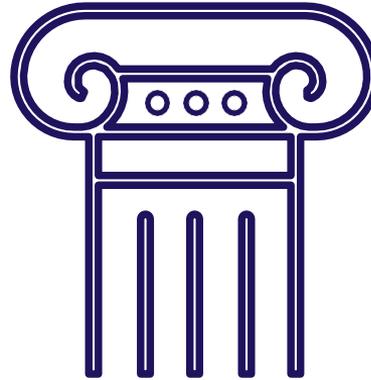
Value Selling

The 3 pillars of the art of persuasion

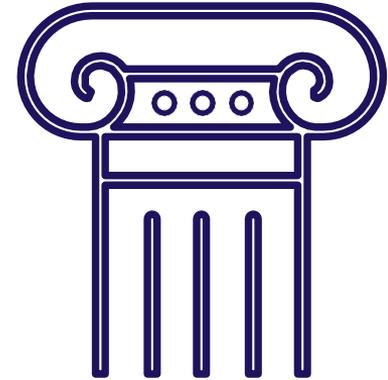
Argumentation



Persuasion



Non-Verbal



System 1

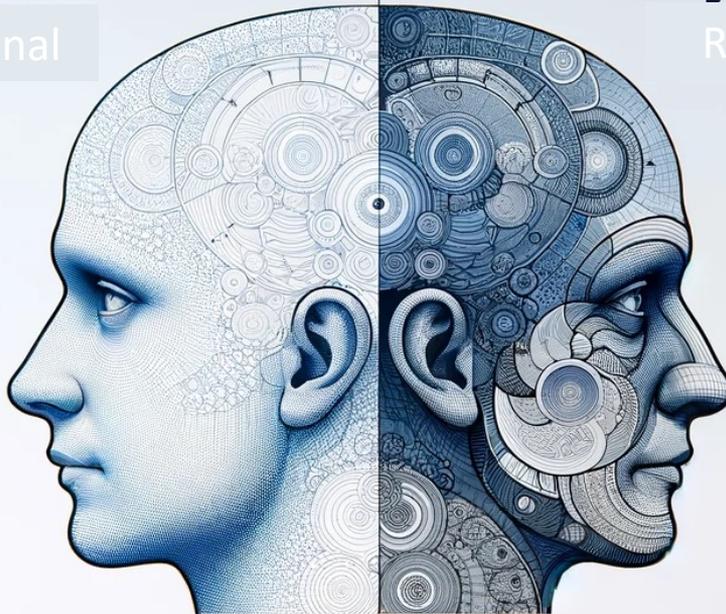
Emotional

+24
36%

System 2

Rational

1.92 2
245 8





Part 2: Create your persuasion attempt from scratch



15 MIN

Practical Exercise

In Groups.

1. Select your case of persuasion attempt
2. Prepare with your group an elevator pitch with strong argument
3. Select who in your group will present your work in front of the audience

Part 1: Introduction:

THE 3 PHASES OF AN ARGUMENTATION



Opening

Value Proposition

Closing

Je vais vous dire quelque chose

4 key principles:

Simple
Concrete
Emotional
Visual

THE 3 PHASES OF AN ARGUMENTATION

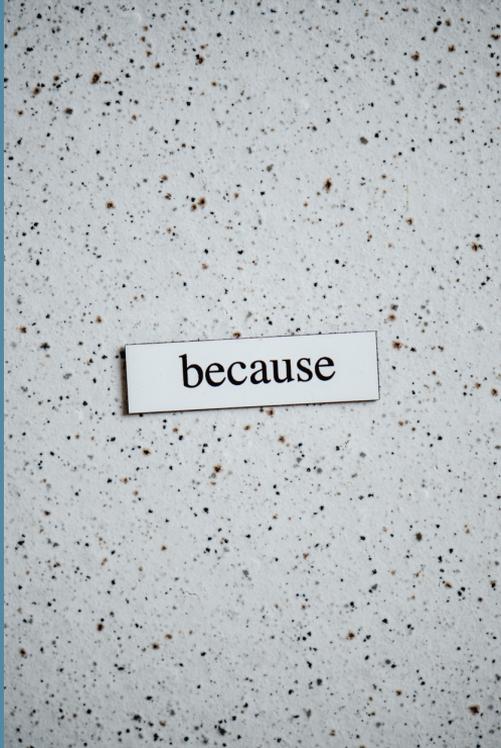


OPENING



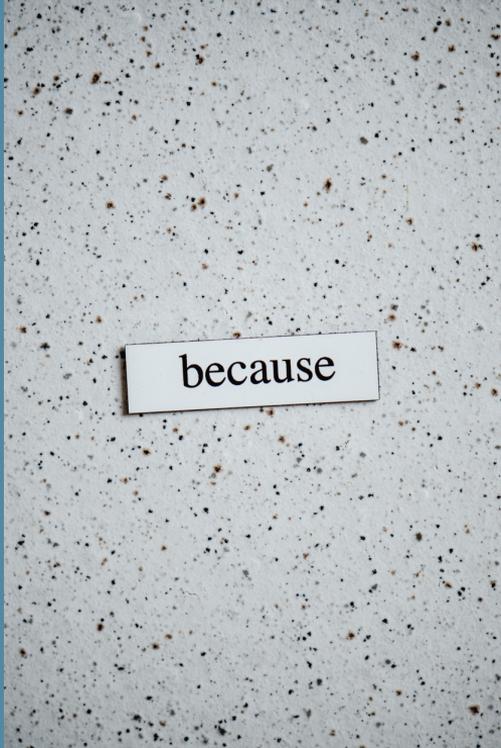
OPENING
TECHNIQUES

TECHNIQUE 1: **BECAUSE**



because

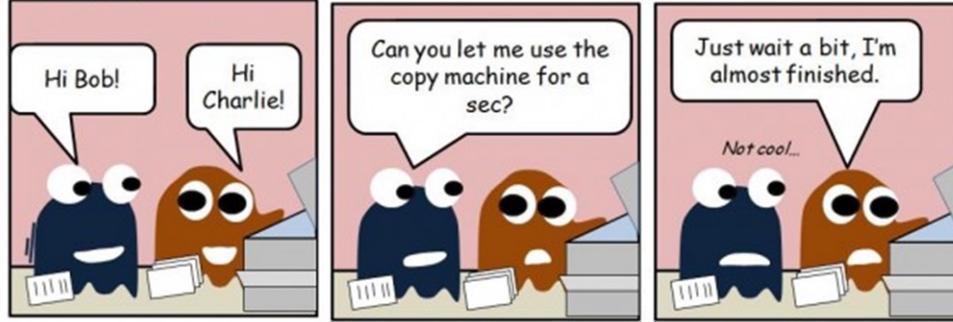
**REASON =
MOTIVATION**



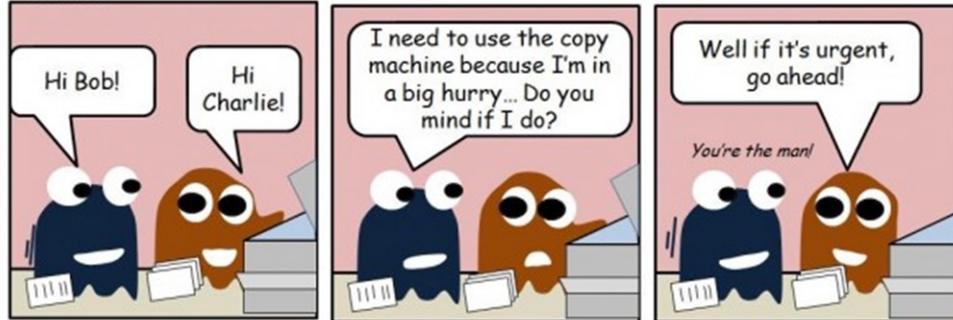
because

EXPERIMENT ILLUSTRATION

NORMALLY



VINHLY



www.vinh.ly

because

TECHNIQUE 2: DISTURB & REFRAME

("FEAR AND REASSURANCE")



99,- per maand
classieke financiering

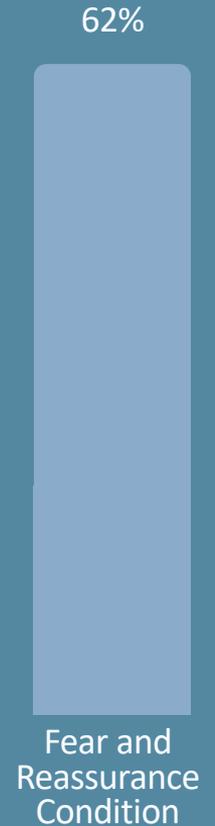
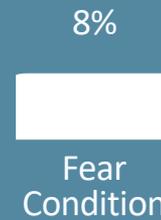


met zand
in moed
om veilig
zijn!

93

EXPERIENCE

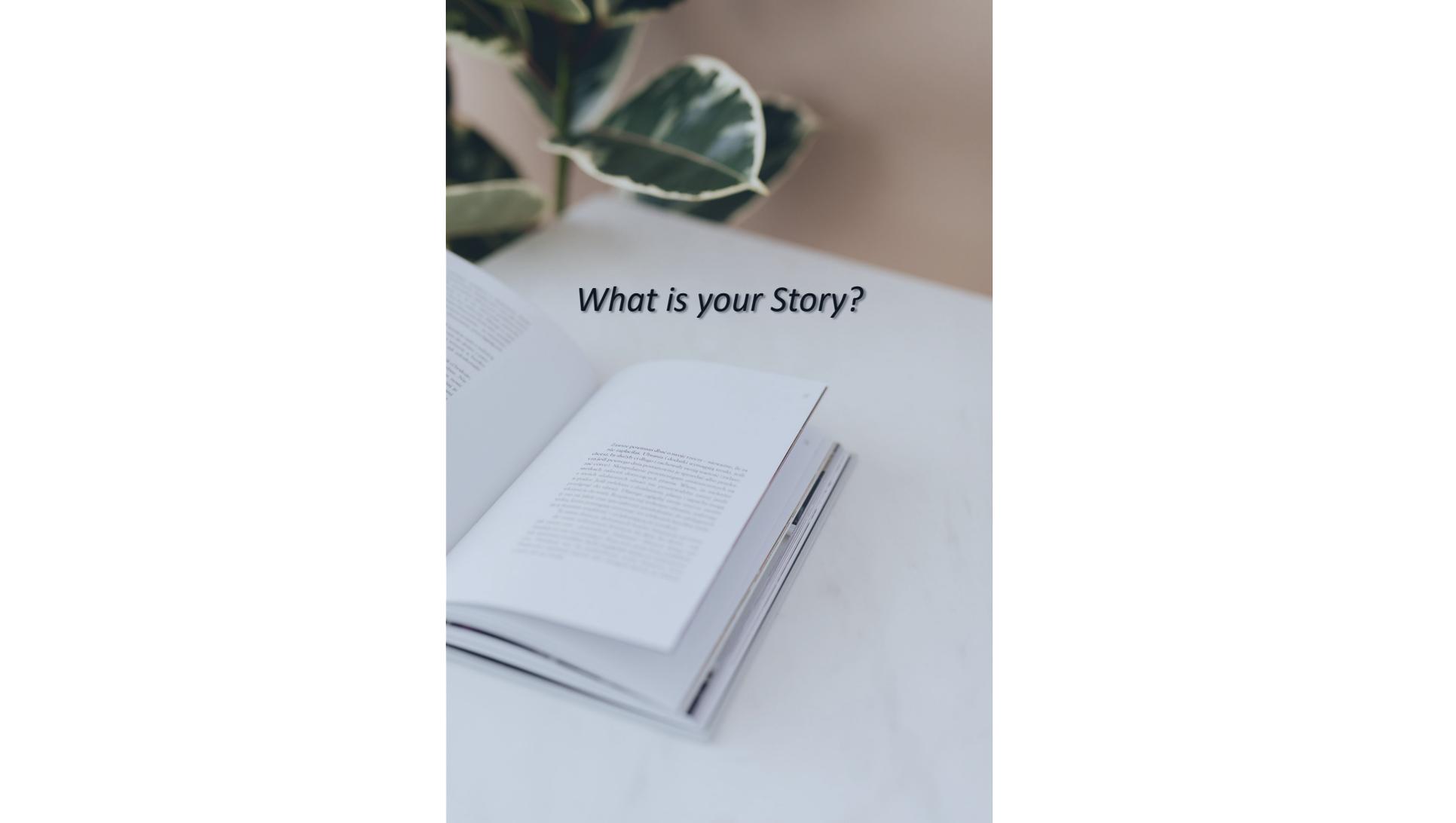
(Dolinsky et Newrat, 1998)



TECHNIQUE 3: **EGO**



Je vais vous dire quelque chose

An open book is shown from a high-angle perspective, lying flat on a light-colored surface. The pages are white with some faint, illegible text. In the upper left corner, a portion of a green plant with variegated leaves is visible. The overall lighting is soft and natural, creating a calm and contemplative atmosphere.

What is your Story?

Rob Walkers's Objects



99 cents

60.95 \$

129 \$

8000 \$

What ingredients do you think you need
to make a good story?

DEFINING YOUR PURPOSE
DEVELOPING YOUR BIG IDEA
MARKETING AND BRANDING



MASTERCLASS

Present your story ...

This is the story of (**person's description**)

+ information on **Places** and **Time**

Who wants something (**goal**)

But (**obstacle**)

Then (**actions**)

End of the story: **conclusion** (moral of the story, etc.)



PRACTICAL EXERCISE



Take the case of your preparation exercise and imagine a storytelling around it in order to convince your interlocutor. Think about the ingredients of a good story telling

(10min)

This is the story of (person's description)

+ information on Places and Time

Who wants something (goal)

But (obstacle)

Then (actions)

End of the story: conclusion (moral of the story, etc.)

PRACTICAL EXERCISE



Based on your initial case, practice the 3 techniques: Find a reason, a way to surprise and something that plays on the Ego of the person you are trying to convince

**TECHNIQUE 1
BECAUSE**

**TECHNIQUE 2
DISTURB & REFRAME**

**TECHNIQUE 3
EGO**

**TECHNIQUE 4
STORY-TELLING**

TECHNIQUE 1 BECAUSE	TECHNIQUE 2 DISTURB & REFRAME	TECHNIQUE 3 EGO	TECHNIQUE 4 STORY-TELLING