

Enhancing your Persuasion Skills

How to Influence People's Decisions



LEADERCOM

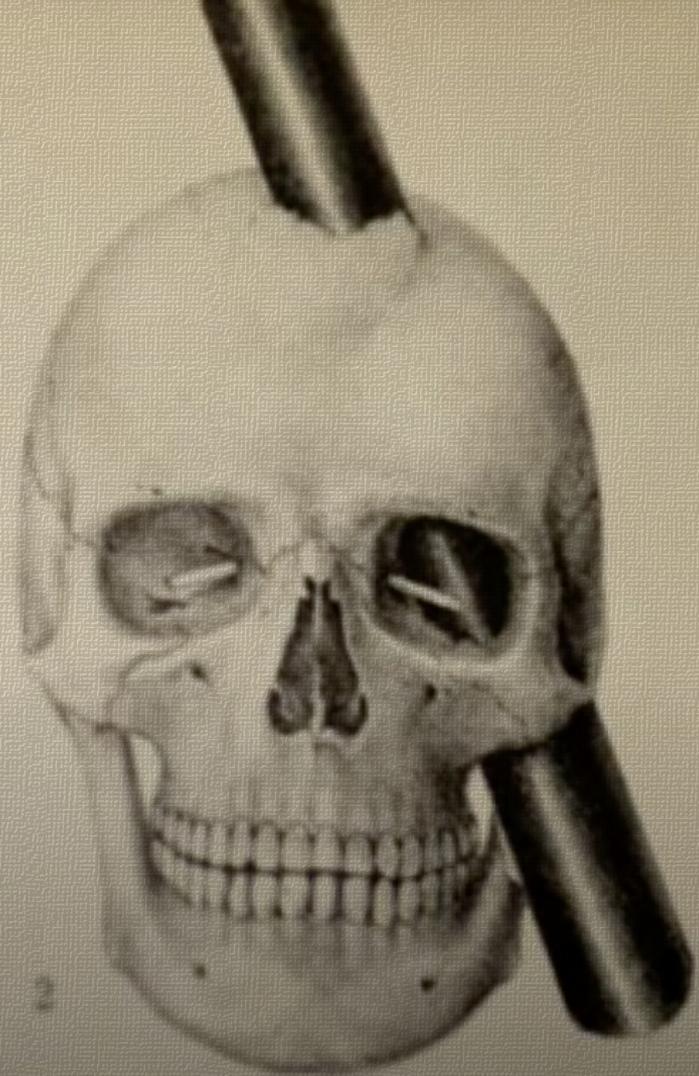
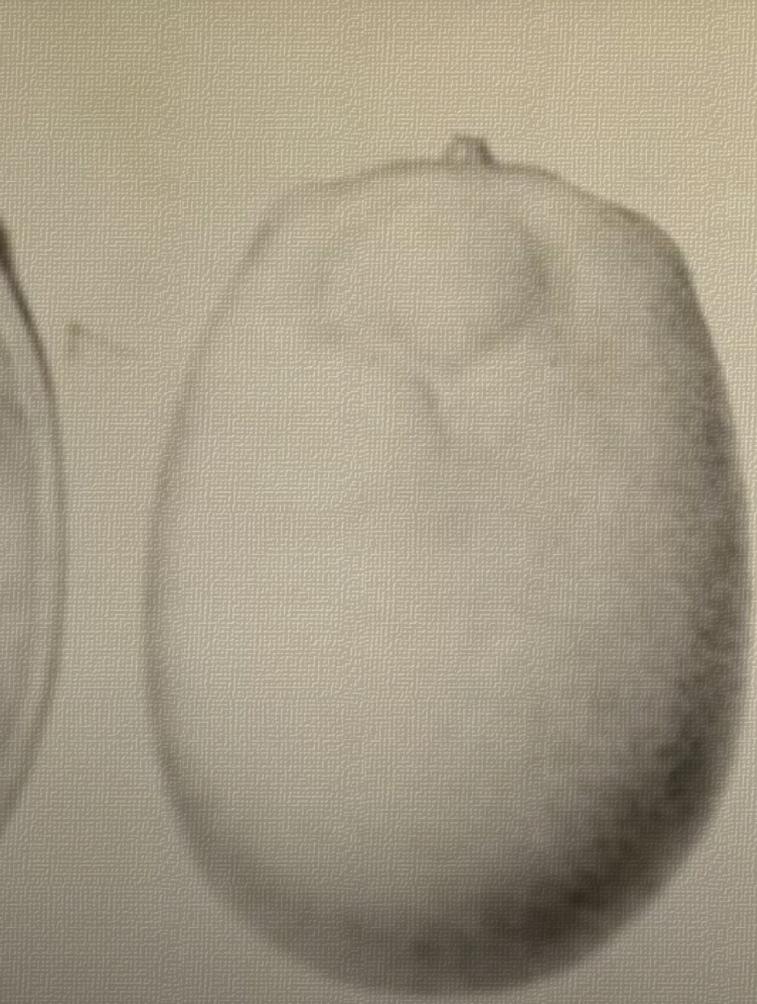
Part 1: Introduction: Neuroscience and Persuasion

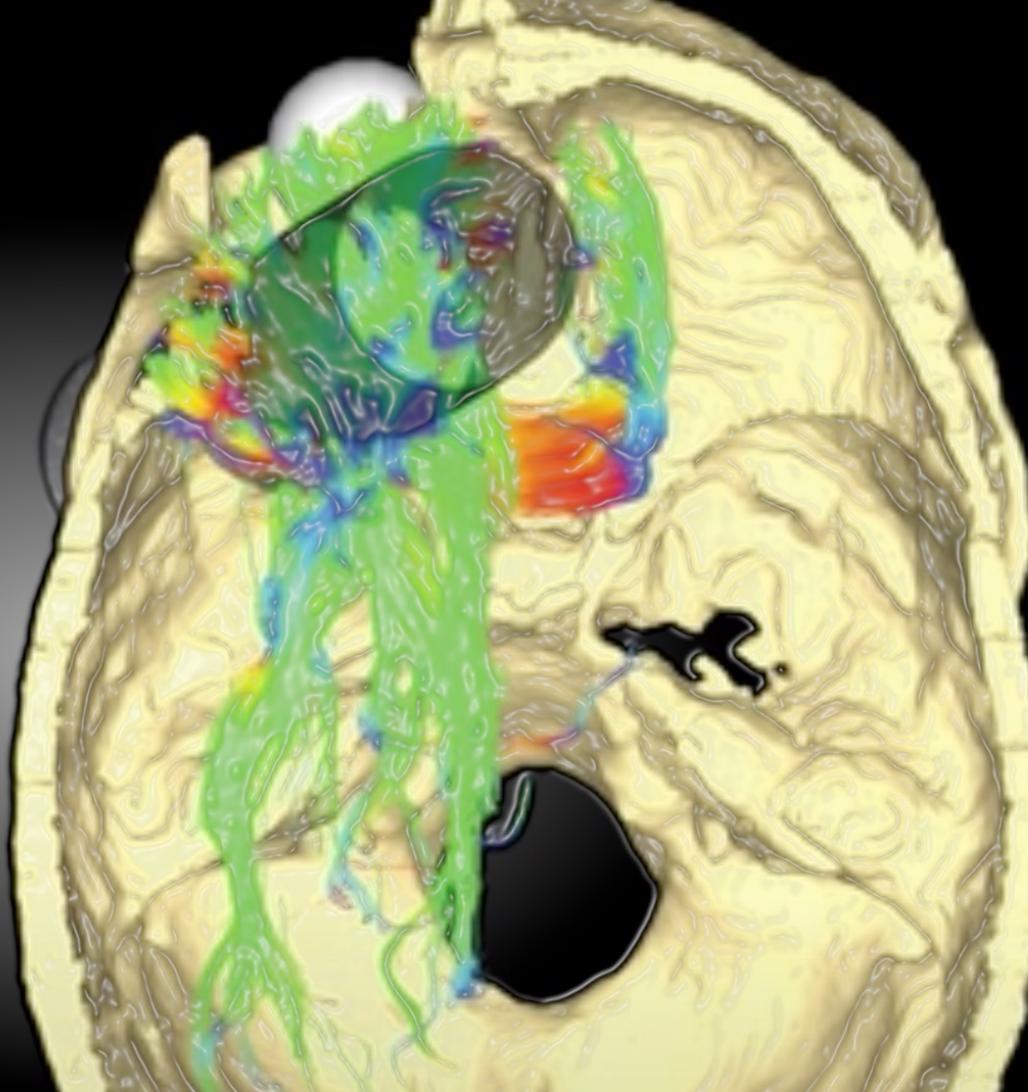
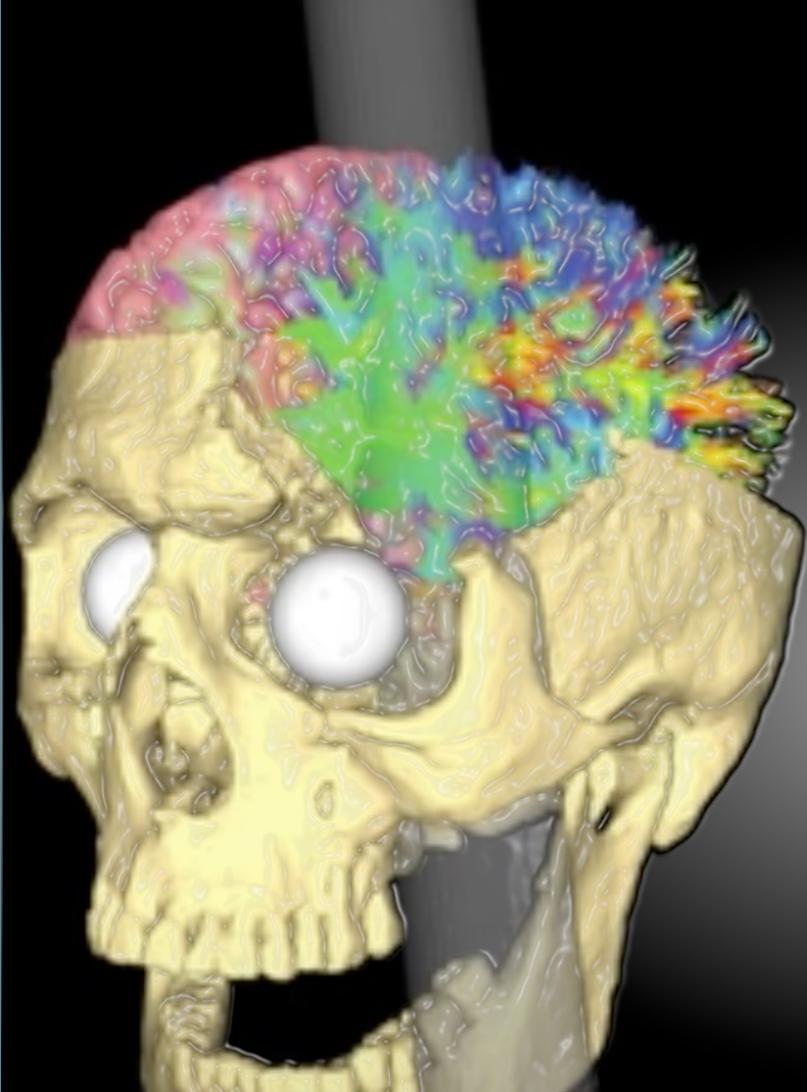
1. Rational Decision: Prefrontal Cortex



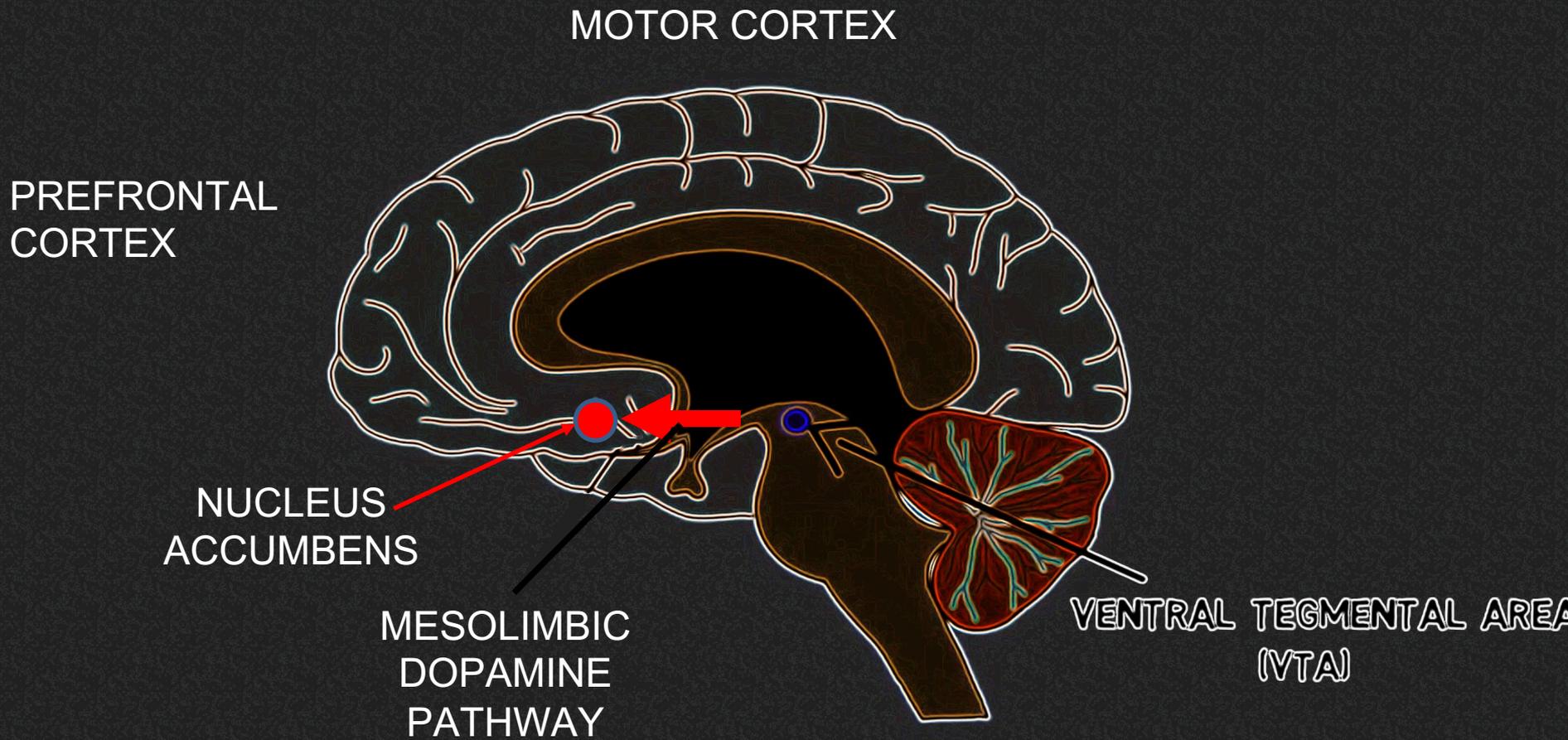
The Case of Phineas Gage

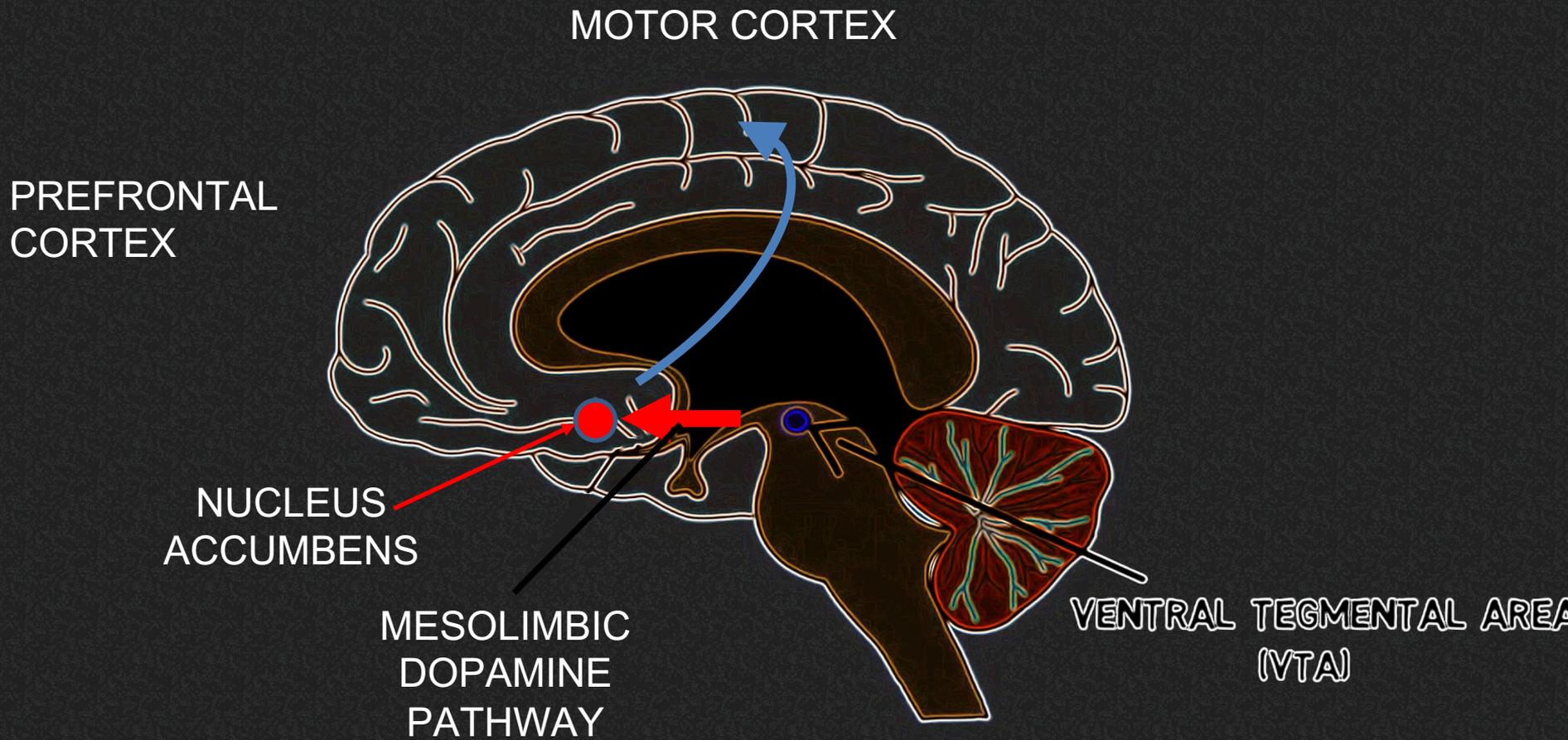
This is the bar that was shot through the head of M. Hinchey, P. Major, at Cavendish, Vermont Sept 17
deposited this bar in the Museum of the Medical College of New York

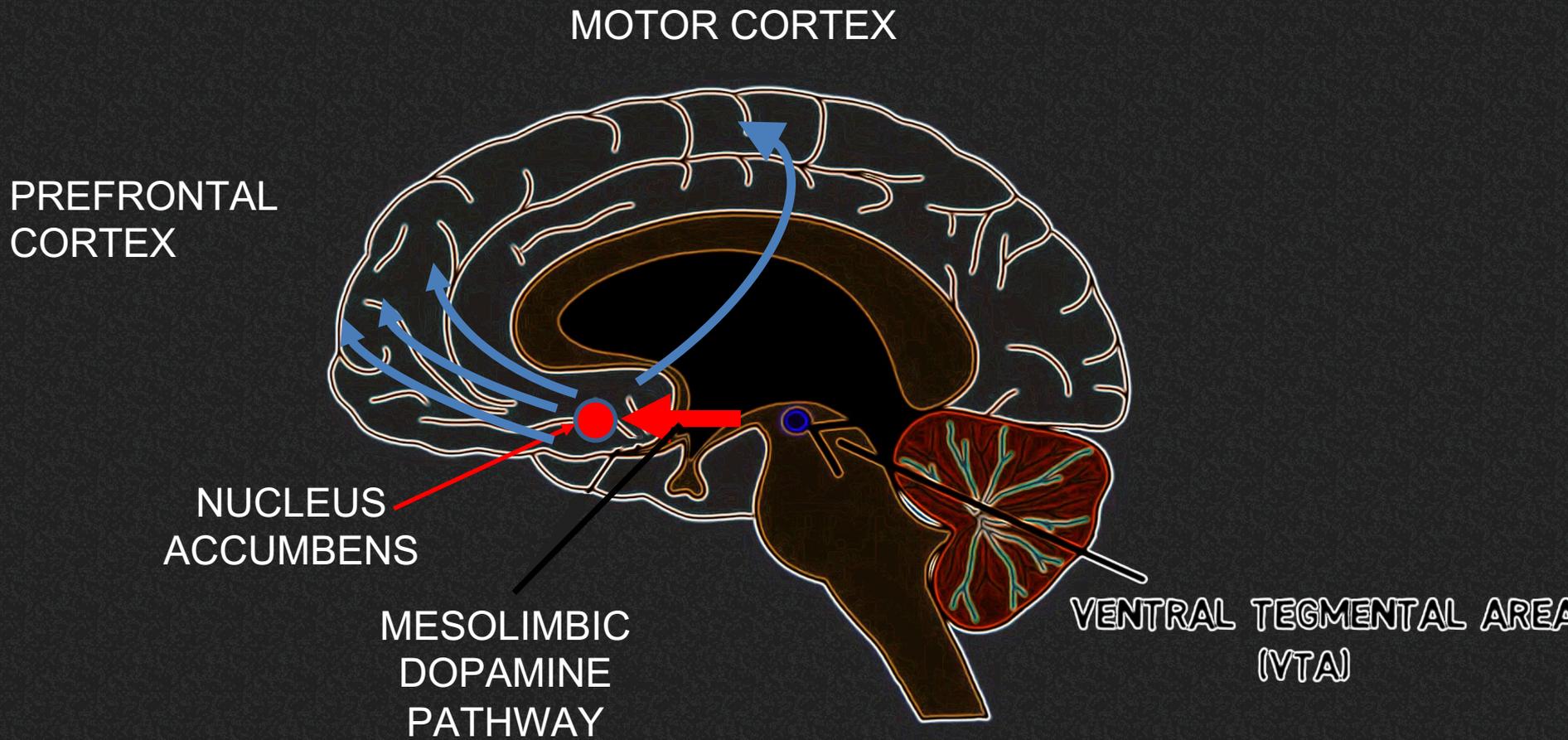


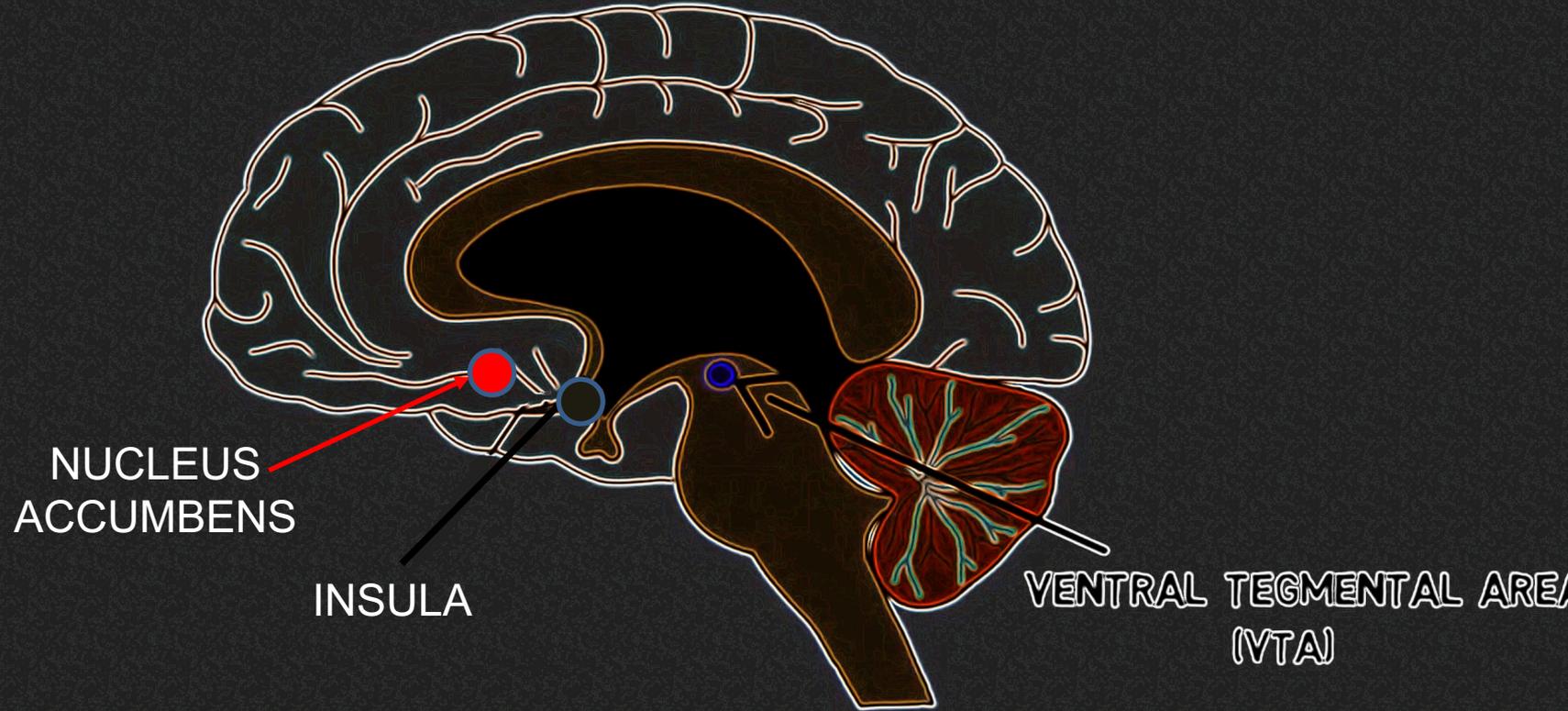


2. The Reward System





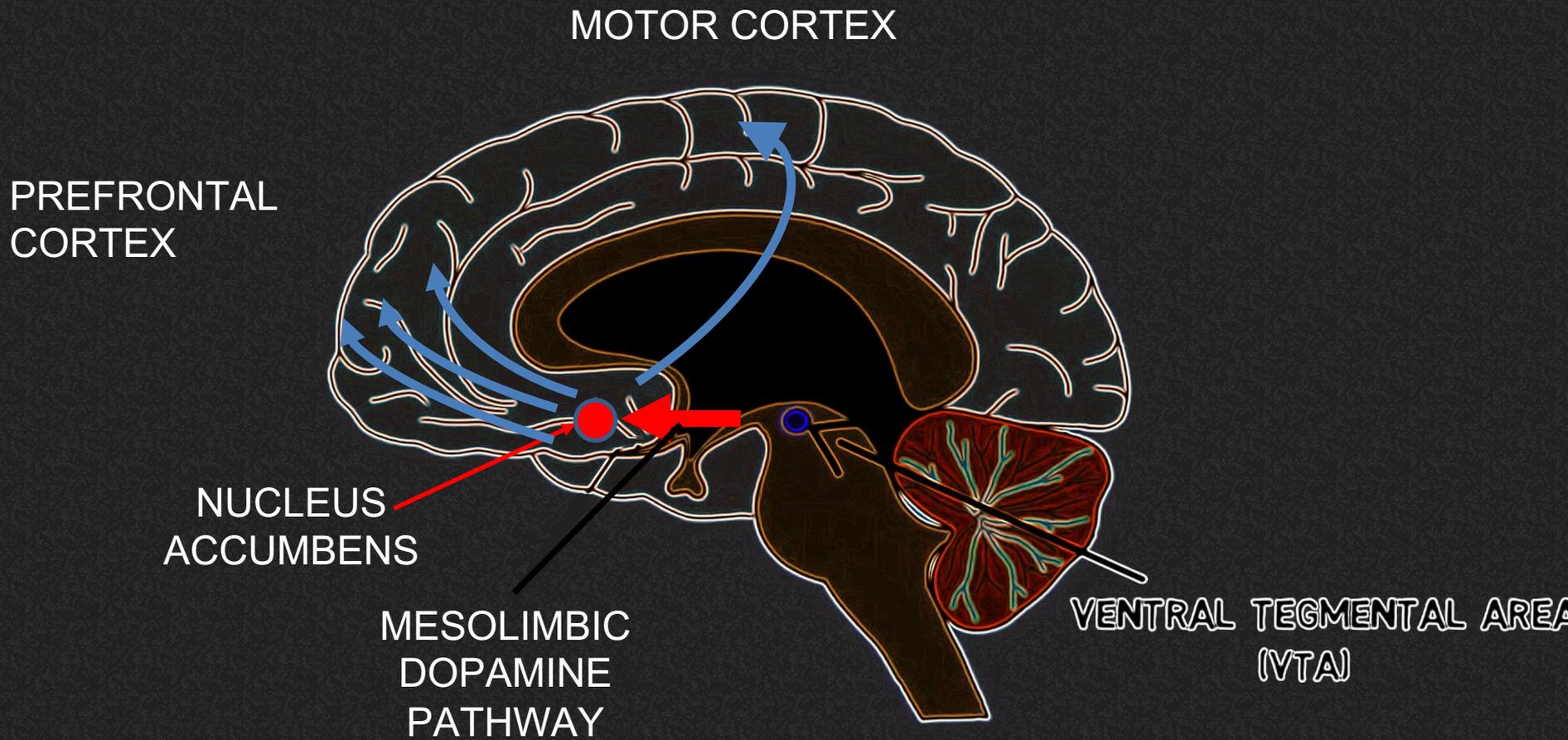




NUCLEUS
ACCUMBENS

INSULA

VENTRAL TEGMENTAL AREA
(VTA)



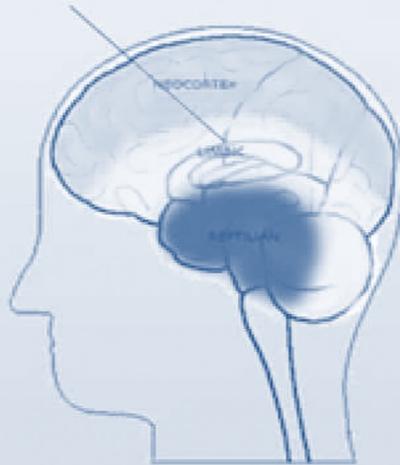
2 SCHÉMAS DE PRISES DE DÉCISION

SYSTEME 1

SYSTEME 2

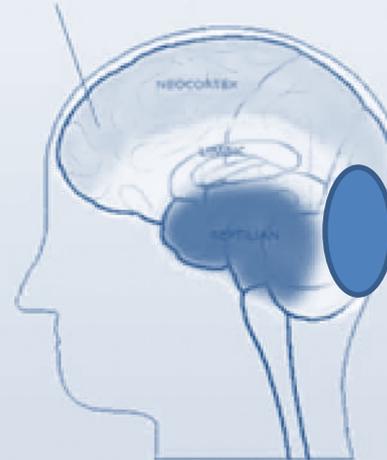
"FIRST REACTIONS"

System 1 = fast, automatic, impulsive, associative, **emotional**, and unconscious processing = limbic.



"THINKING"

System 2 = slower, conscious, reflective, deliberative, analytical, rational, logical processing = neocortex.



Part 2: Create Your Persuasion Attempt from Scratch



PRACTICAL EXERCISE



15 MIN

In Groups.

- 1. Select a card and read carefully your case of persuasion attempt.**
- 2. Prepare an elevator pitch with strong argument with your group.**
- 3. Select who in your group will present your work in front of the audience.**

Part 3: Techniques and Principles of Persuasion



1. Guilt

1.1 Reciprocity





RECIPROCITY

1.2 Door in the Face





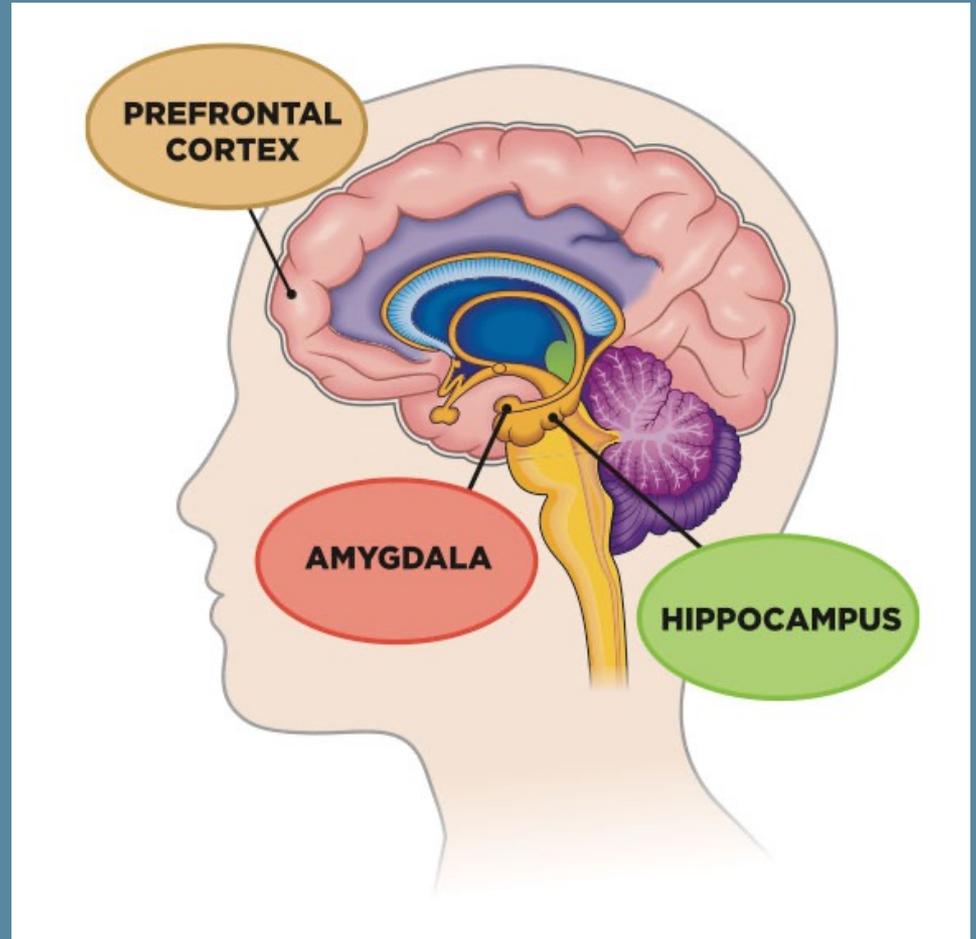


COFFEE BREAK

10 MINUTES

2. Fear

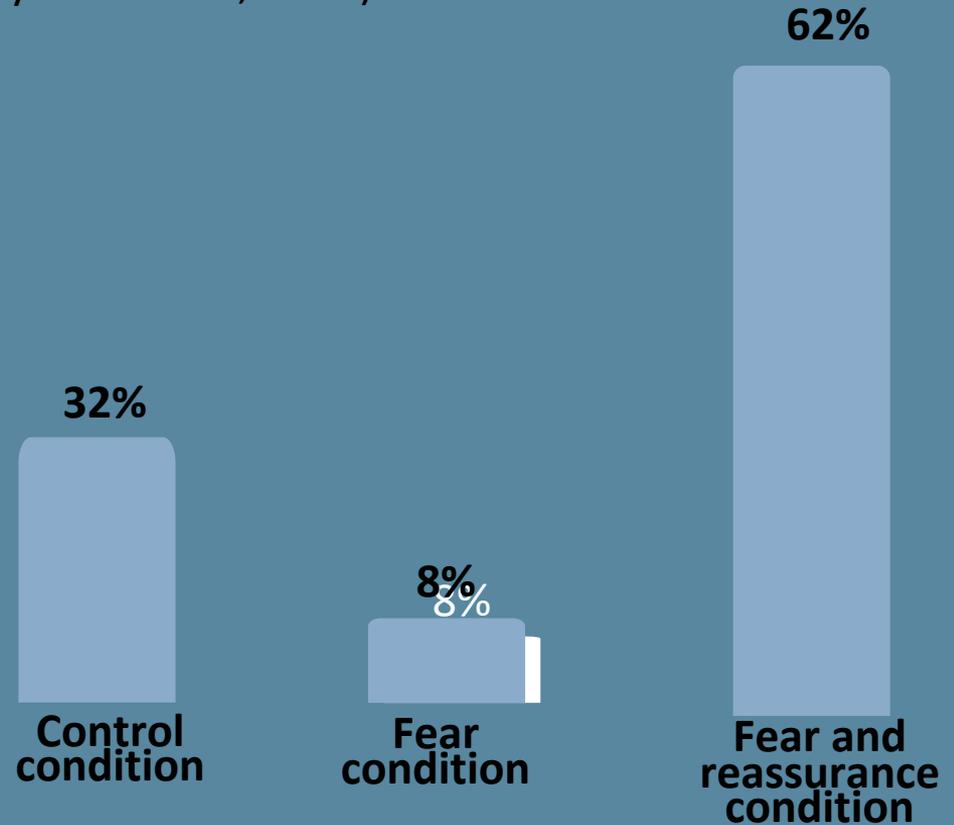
Location of fear in the brain



2.1 Fear and Reassurance

Fear and Reassurance Experiment

(Dolinsky et Newrat, 1998)



2.2 Scarcity

SALE

B

-70%

L

-60%

A

-80%

C

-40%

K

-60%

F

-50%

R

-30%

I

-60%

D

-70%

A

-80%

K

-20%



The Reef Atlantis ★★★★★ Value Deal 169

[Paradise Island, Nassau](#)

There are 2 people looking at this resort.

Latest booking: 7 hours ago

Good 7.8

Score from 35 reviews

Compare

Price for 11 nights

King Studio with Harbor View **FREE cancellation**

SS 4,814

9 more room types >

Book now



Comfort Suites Paradise Island ★★★ 115

[Paradise Island, Nassau](#)

Latest booking: 6 hours ago

Very good 8.3

Score from 131 reviews

Compare

Price for 11 nights

Standard Room with King Bed - Non-Smoking
FREE cancellation - PAY LATER, Breakfast included

We have 5 rooms left!

SS 4,192

5 more room types >

Book now



All-inclusive

Meliá Nassau Beach ★★★★★ Value Deal 299

[Nassau](#)

There are 3 people looking at this hotel.

Latest booking: 5 hours ago

Good 7.2

Score from 245 reviews

Compare

Price for 11 nights

Classic Double Room with Island View (2 adults)

We have 4 rooms left!

-39% ~~SS 3,797~~ SS 2,321

14 more room types >

Book now



41% off

Coral Towers Atlantis ★★★★★ Value Deal 245

[Paradise Island, Nassau](#)

There is 1 person looking at this resort.

Latest booking: 8 hours ago

Good 7.6

Score from 98 reviews

Compare

Price for 11 nights

Standard Room with Terrace View **FREE cancellation**

-41% ~~SS 4,650~~ SS 2,781

2 more room types >

Book now

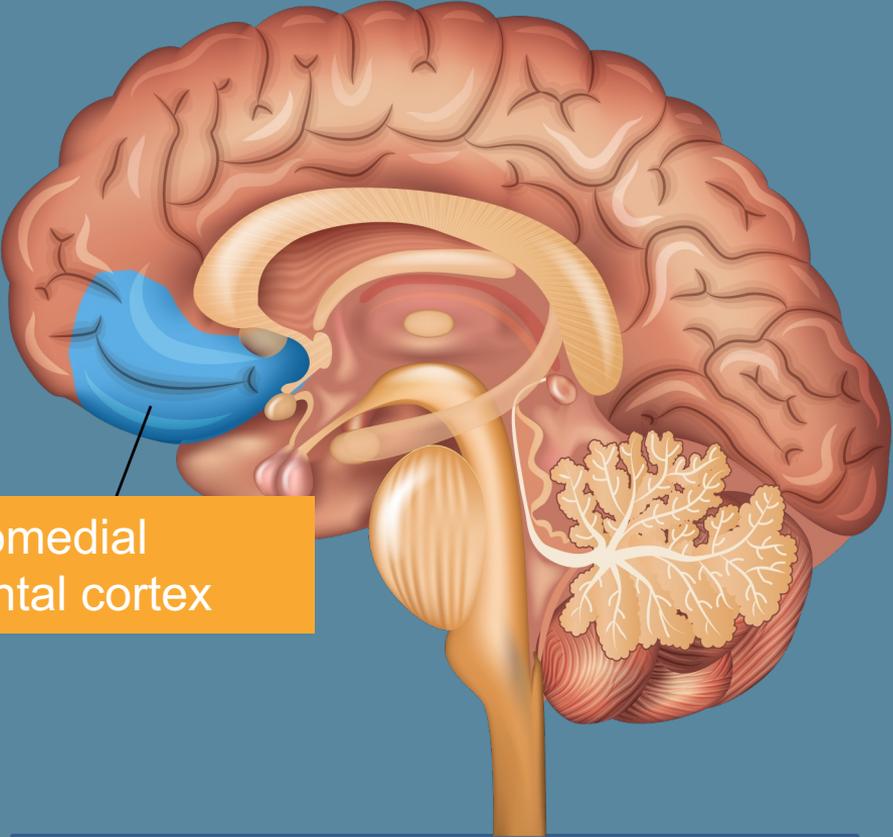
A hand-operated water pump stands in a vast, cracked, and dry landscape under a pale sky. The pump is made of metal and has a long handle. The ground is covered in a network of deep, irregular cracks, indicating a severe drought. The overall scene is desaturated and conveys a sense of scarcity and hardship.

Scarcity Principle

- What they stand to lose?
- What is unique / rare in your proposal?

3. Confidence

Location of
confidence in
the brain



Ventromedial
prefrontal cortex

3.1 Credibility/Authority



Credibility/ Authority Principle

**“It is only shallow people who do not judge
by appearances” Oscar Wilde**

The Picture of Dorian Gray

Credibility

Referred you to a credible, external source
(diplomas, another person, research, an award, etc.)

113,597 DOCTORS FROM COAST TO COAST WERE ASKED:



Family doctors, surgeons, nose and throat specialists . . . doctors in every branch of medicine were asked: "What cigarette do you smoke?"

Three nationally known independent research groups did the asking.

The answers came in by the thousands. Actual statements from doctors themselves. The result? Camels . . .

According to this recent Nationwide survey:

W. J. Rorertson Tobacco Co., Winston-Salem, N. C.

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!

This is no casual claim. It's an actual fact. Based on the statements of doctors themselves to three nationally known independent research organizations.

THE QUESTION was very simple. One that you . . . any smoker . . . might ask a doctor: "What cigarette do you smoke, Doctor?"

After all, doctors are human too. Like you, they smoke for pleasure. Their taste, like yours, enjoys the pleasing flavor of costlier tobaccos. Their throats too appreciate a cool mildness.

And more doctors named Camels than any other cigarette!

If you are a Camel smoker, this preference for Camels among physicians and surgeons will not surprise you. But

if you are not now smoking Camels, try them. Compare them in your "T-Zone."

THE "T-ZONE" TEST WILL TELL YOU

The "T-Zone"—T for throat and T for taste—is the zone where your own laboratory, your own opinion, your own judgment, for any cigarette. For only your taste and your throat can decide which cigarette tastes best to you . . . and how it affects your throat.



Xage-Ré - COSTLIER TOBACCO'S

30-DAY TEST REVEALED

DOCTORS REPORT

NOT ONE SINGLE CASE OF THROAT IRRITATION

due to smoking

CAMELS!

SMOKERS REPORT

You, that's what noted throat specialists reported after making weekly examinations of the throats of hundreds of people, from coast to coast, who smoked Camels, and only Camels, for 30 consecutive days!



DR. ARTHUR O'NEIL, Rochester, N. Y.: "I smoke the Camel in the T-zone and inhale every puff of it for taste and throat. It's a Camel every time!"

STEEVE WINKER, Dallas, Texas: "On my 50th birthday, I made the 30-Day Test and Camels are my favorite for taste!"

EMER BROWN, Dallas, Texas: "I've smoked Camels for 20 years. They are the only ones I smoke!"

BOB FOSTER, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"

WILSON BROWN, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"

BOB BROWN, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"



DR. CLARK, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"

STANLEY W. BROWN, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"

WANDA W. BROWN, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"

DR. HOLLISTER, Los Angeles, Calif.: "I've smoked Camels for 20 years. They are the only ones I smoke!"

Make your own

Camel 30-Day Test in your "T-Zone"

Short and loved the reports of noted throat specialists, the trial authority on Camel smokers and have a "T-Zone" (T for taste, T for throat). Test Camels yourself for 30 days. See how your taste appreciates the rich, full flavor of Camel's choice tobaccos. The throat reports on Camels' cool mildness.

LinkedIn

The image features the LinkedIn logo in a 3D, embossed style against a light gray background. The word "LinkedIn" is rendered in a bold, sans-serif font. The letters "Link", "ked", and "in" are black, while the "i" is a vibrant blue. The entire logo has a slight shadow cast to the right, giving it a three-dimensional appearance.



Credibility/Authority Principle

- Competent expert – credible
- Message delivered by someone else

4. Happiness

PARIETAL LOBE

Location of
happiness in
the brain

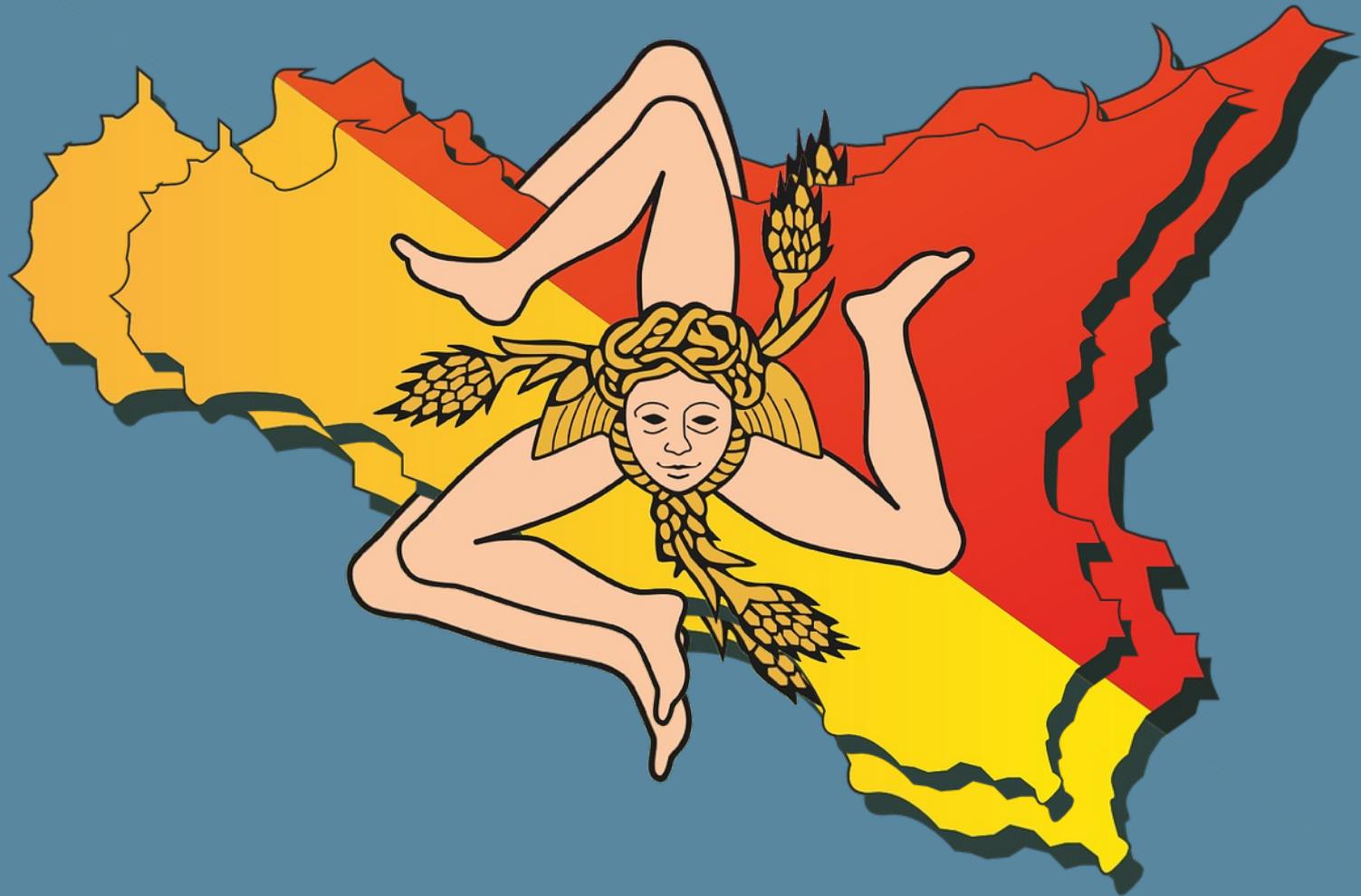


4.1 Humor

NESPRESSO[®]

PRESENTS

4.2 Similarities



4.3 Compliments

4.4 Cooperation

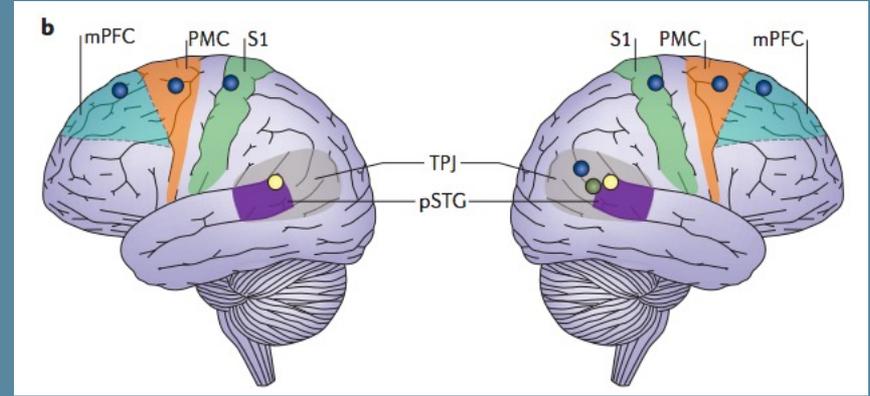


TECHNIQUES

- Humor
- Similarities
- Compliments
- Cooperation

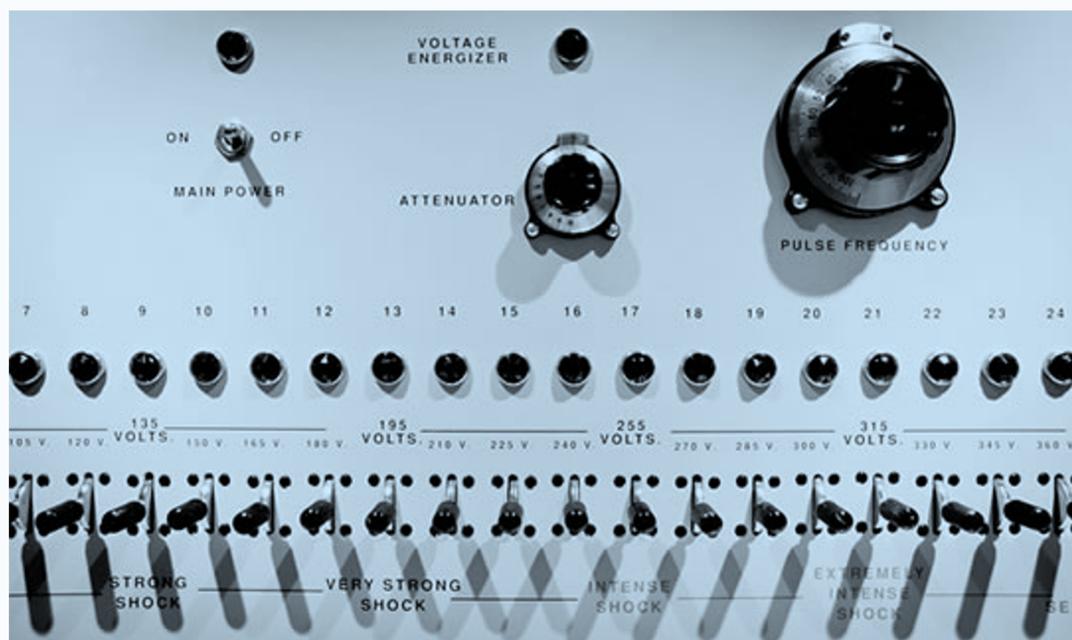
5. Unity

Location of a feeling of unity in the brain



5.1 Consistency

The Milgram Experiment



Lowball Offers

- The Ultimate Guide -





TECHNIQUES

- Get small commitments
- Ask questions that involve the person

5.2 Social Proof



Practice Social Distancing

Practice Social Distancing

Practice Social Distancing

Practice Social Distancing

The best advice Put a #CageFree #MakesMeWhole

Life without pasta is not #Pappardelle #MakesMeWhole

WHOLE FOODS MARKET

Whole Foods Market

RECIPROCITY
SCARCITY
CREDIBILITY
DOOR IN THE FACE
CONSISTENCY
SOCIAL PROOF
SIMILARITY
HUMOUR
COOPERATION
FEAR AND REASSURANCE
EGO

THANK YOU



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