

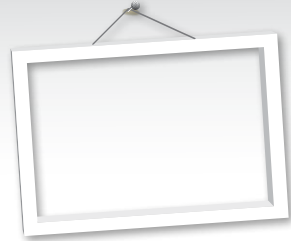
# Tactics to Persuade and Influence People



The skill of persuasion can be useful in countless situations. Persuasiveness and the ability to influence others is instrumental for achieving goals and personal fulfillment in life.

Also, learning about the tricks of persuasion means you can know when they're being used on you, allowing for resistance to hard-sell and subtle types of sales tactics.

Here are 9 of the best tricks used to persuade and influence people:



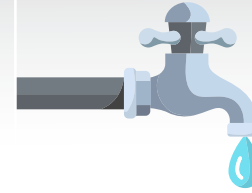
## FRAMING

Using emotionally charged words to evoke positive or negative connotations towards something can persuade people to your point of view. For instance, politicians against the inheritance tax will refer to it as a "death tax".



## MIRRORING

A subtle mirroring of a person's gestures, stance, and movements can help establish a rapport. In fact, mirroring often happens subconsciously. Leave a delay between the other person's movement and your mirroring, 2 to 4 seconds works best.



## SCARCITY

Opportunities, whatever they are, seem a lot more appealing when there is a limited availability. Advertisers use this tactic a lot. If the product is scarce, there must be a ton of demand for it, right?



## RECIPROCATION

When someone does something for us, we feel compelled to return the favour. It can be passing someone a business lead, bringing them coffee, or lending a hand with a difficult task. The key is to compliment the relationship.



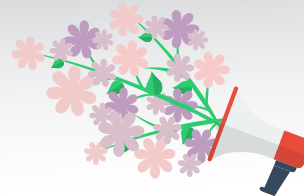
## TIMING

Knowing the most opportune time to get a person's agreement on something can be crucial. Physical or mental fatigue makes people more compliant. This could be at the end of the work day when you catch a co-worker on their way out the door.



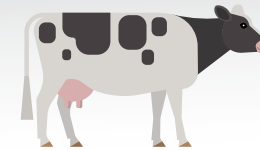
## CONGRUENCE

A good salesperson will start negotiating with a potential customer while still shaking their hand, because a handshake represents a closed deal. This can make them more susceptible to persuasion, due to a tendency for people to be consistent with previous actions.



## FLUID SPEECH

It's no secret that confident speakers are more persuasive. Eliminate hesitant phrases in your speech such as "ummm", "I mean" and "like". Practice expressing your view or sales pitch alone to yourself before applying it in the real world.



## HERD BEHAVIOUR

There is a powerful inclination in people to want to fit in and follow the crowd. To assert that "everyone else" is doing something or wants a particular thing can be a powerful persuasion tool. Situate yourself, or your company, as an icon of leadership, and people will follow.



## FRIENDS AND AUTHORITIES

Likeability is an important factor in gaining influence. In fact, getting people to like you is the top way to establish authority within groups. People skills, such as active listening and friendly eye contact and body language, come in handy.