


78 Persuasion Techniques to Get People to Do What You Want Them To Do

The list below is all the tools we have available to persuade someone and by choosing one, or a combination, we can change their behaviour.

In essence, get that person to do what we want.

<p>1. Expert (Credibility)</p> <p>Someone's qualifications make us believe in them (One of 4 Parts of the Trust Model)</p> 	<p>2. Intimacy</p> <p>This part is about how much we know about each other (One of 4 Parts of the Trust Model)</p> 
<p>3. Reliable</p> <p>This part of the trust model informs us of the importance of doing as we say we will (One of 4 Parts of the Trust Model)</p> 	<p>4. Self Orientation</p> <p>Talk about yourself a lot and watch people be dissuaded (One of 4 Parts of the Trust Model)</p> 
<p>5. Relationship</p> <p>When someone asks you to trust them because you have known them for a while</p> 	<p>6. Consistency</p> <p>'But you gave Bob a pay rise'</p> 
<p>7. Fair</p> <p>Using the word 'fair' to encourage someone to be fair</p> 	<p>8. Reciprocity</p> <p>You invite me to your party and then I do the same</p> 
<p>9. Empathy</p> <p>'That sounds really tough'</p> 	<p>10. We</p> <p>Using 'we', rather than 'you' to bring people on-board</p> 
<p>11. Liking</p> <p>We like people like ourselves</p> 	<p>12. Common Ground</p> <p>We like people who like what we like</p> 
<p>13. Social Proof</p> <p>If others like it, we might too</p> 	<p>14. Humility</p> <p>Being humble can win a lot of people over</p> 
<p>15. Love</p> <p>As Meatloaf said, 'I'll do anything for love...'</p> 	<p>16. Humour</p> <p>Make them laugh and they'll be more open to you</p> 
<p>17. Cheeky</p> <p>'Go on, give me your number. You know you want to'</p> 	<p>18. Emotional Response</p> <p>You stir an emotion</p> 
<p>19. Enjoyment</p> <p>If you like doing something, you are more likely to do more of it</p> 	<p>20. Enthusiasm</p> <p>Who was ever swayed by someone so enthusiastic?</p> 
<p>21. Compliment</p> <p>Giving compliments breaks down barriers</p> 	<p>22. Praise</p> <p>A 'well done' can move mountains</p> 
<p>23. Gift (Bribe)</p> <p>In the positive, gifts are powerful. In the negative, a bribe is too</p> 	<p>24. Please</p> <p>Saying 'please' helps</p> 
<p>25. Thank you</p> <p>A simple 'thank you' can go a long way</p> 	<p>26. Sorry</p> <p>An apology can stop a 'war' before it starts</p> 
<p>27. Belief</p> <p>If we believe in someone or something we will move mountains for them/it</p> 	<p>28. Respect</p> <p>Respecting someone can drive us to take action</p> 
<p>29. Whole world</p> <p>Cut out all distractions will show the person how important they are</p> 	<p>30. Listen</p> <p>The research tells us that people just want to be heard</p> 
<p>31. Courteous</p> <p>There is a reason why we research, for example how to bow, before we visit Asia</p> 	<p>32. Smile</p> <p>Richard Branson said that a 'Smile and a handshake go a long way'</p> 
<p>33. Guilt</p> <p>'The kids would love to see the tree up'</p> 	<p>34. Escalation</p> <p>'Get me the manager'</p> 
<p>35. Bullying</p> <p>Doing what someone wants because you feel intimidated</p> 	<p>36. Threat</p> <p>'If you don't do x, I will do y'</p> 
<p>37. Irritator</p> <p>'Of course I know what to do'. People use it to persuade, negatively</p> 	<p>38. Competition</p> <p>We want to beat other people and they want to beat us</p> 

I've included some influencing techniques too, as I believe they can be used in the short term. Plus, a few negotiation techniques, that I feel come under the persuasion umbrella. See the full article on our website - makingbusinessmatter.co.uk/persuasion-techniques/