



## Creating Buy-in: The Art of Persuasion and Motivation

4.0 Hours

In a crazy world of tweets, texts and viral videos, you only have a few seconds to get your message heard. And to top it off, listeners think about themselves 94% of the time, leaving you in competition with the rest of the world for that illusive 6% of their attention.

This interactive program gives you hands on tools to motivate and persuade others to buy-in. Discover how to grab your listener's attention with a message that is targeted and persuasive in just 3 simple steps. Increase your client compliance up to 93% by using one single word. And, create immediate buy-in and motivation by answering the one question every person asks.

The premise of this program is based on how our brains work, both consciously and unconsciously, and how that affects decision making. If you've ever presented another person with mountains of logical data and yet they make an emotional, irrational decision instead, then you've encountered this phenomenon. "Creating Buy-in" identifies this process and provides communication tools to ethically persuade and convince others to support your facts and data. Plus, it helps you understand and overcome objections by learning to see the situation from another's perspective.

Hands-on on skills and tools you'll develop include:

- Cut through the clutter to hold the listener's attention
- Powerfully organize your message so its remembered
- Tap into the 7 subconscious motivators that everyone responds to
- Three neutral words to diffuse and redirect behaviors
- Increase compliance up to 93%
- Answer the one question people want to know
- Evoke trust by demonstrating the other person's point of view
- Overcome objections with the Motivated Sequence model
- Create buy-in persuasively and with integrity



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AGENDA

### **Module One: What stimulates buy-in? The science of business success...**

1. Surprise! How the brain works...
2. The truth about motivation
  - There's no such thing as an unmotivated person
  - Identify the 7 universal subconscious motivators
3. The power of emotion vs. logic

### **Module Two: Use *Emotional Eloquence* to persuade, motivate and create buy-in**

1. Tap into successful decision-making through the "Elephant"
  - People do business with people they like
    - Improve your LQ to impact cooperation
    - Increase your personal power by asking
  - Create buy-in with the one question everyone asks
    - Distinguish between ethical persuasion vs. manipulation
    - Persuade with Features vs. Benefits
2. Appeal to logic and process through the "Rider"
  - Use neutral language to put people at ease
  - Increase compliance with a single word
  - Organize your message for impact

### **Module Three: Putting the plan in action**

1. Understand the 6 Laws of Persuasion
2. Working around non-collaborative behavior
  - Motivated sequence for resistance