



Persuasive Communication Skills: Part 2 of 3



Presented by:

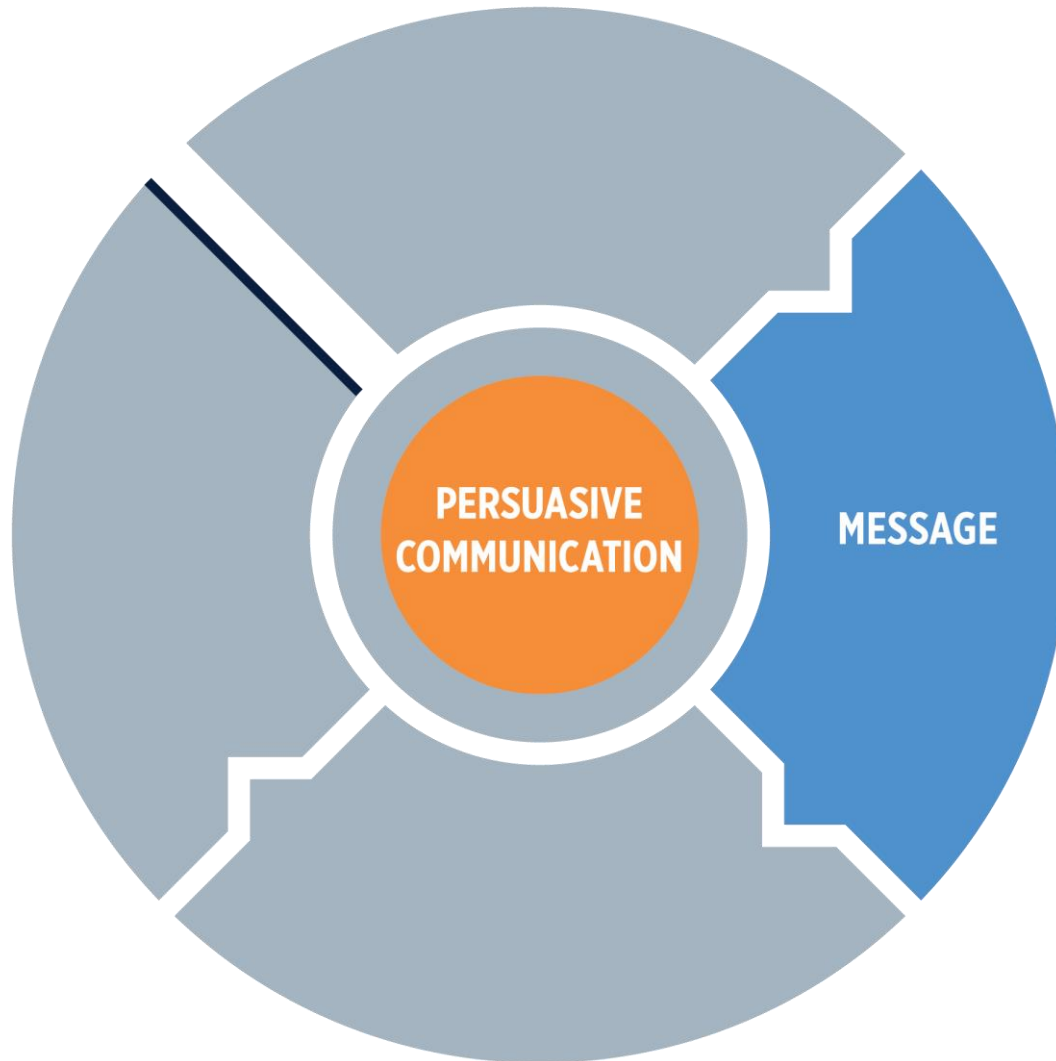
The Latimer Group

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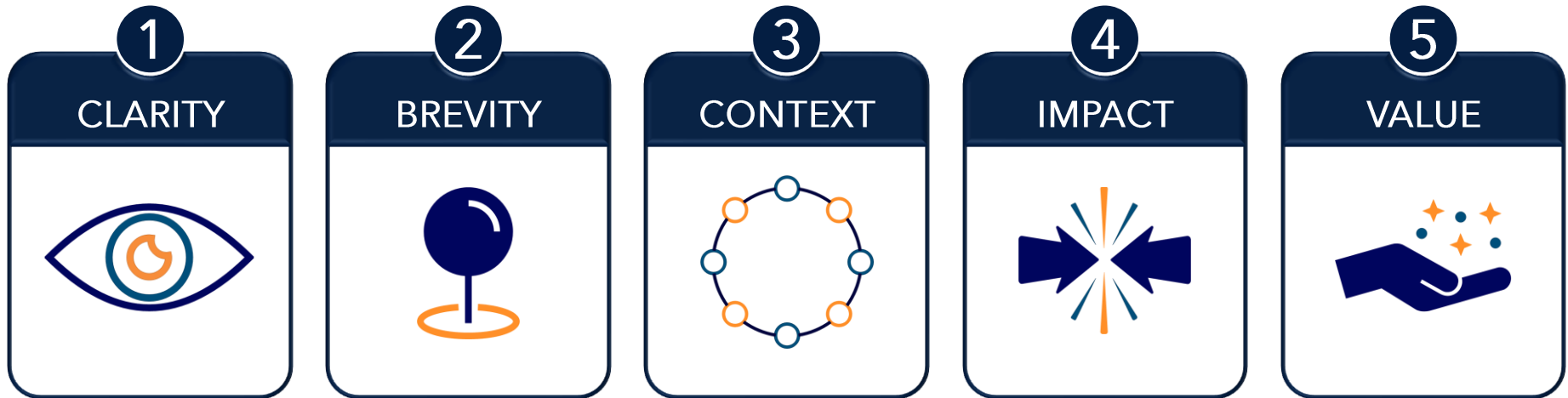
The Hartford, Middle & Large Commercial



The Latimer Group Model



5 Ingredients for Great Communication



Make your message easy to hear, understand, and remember.

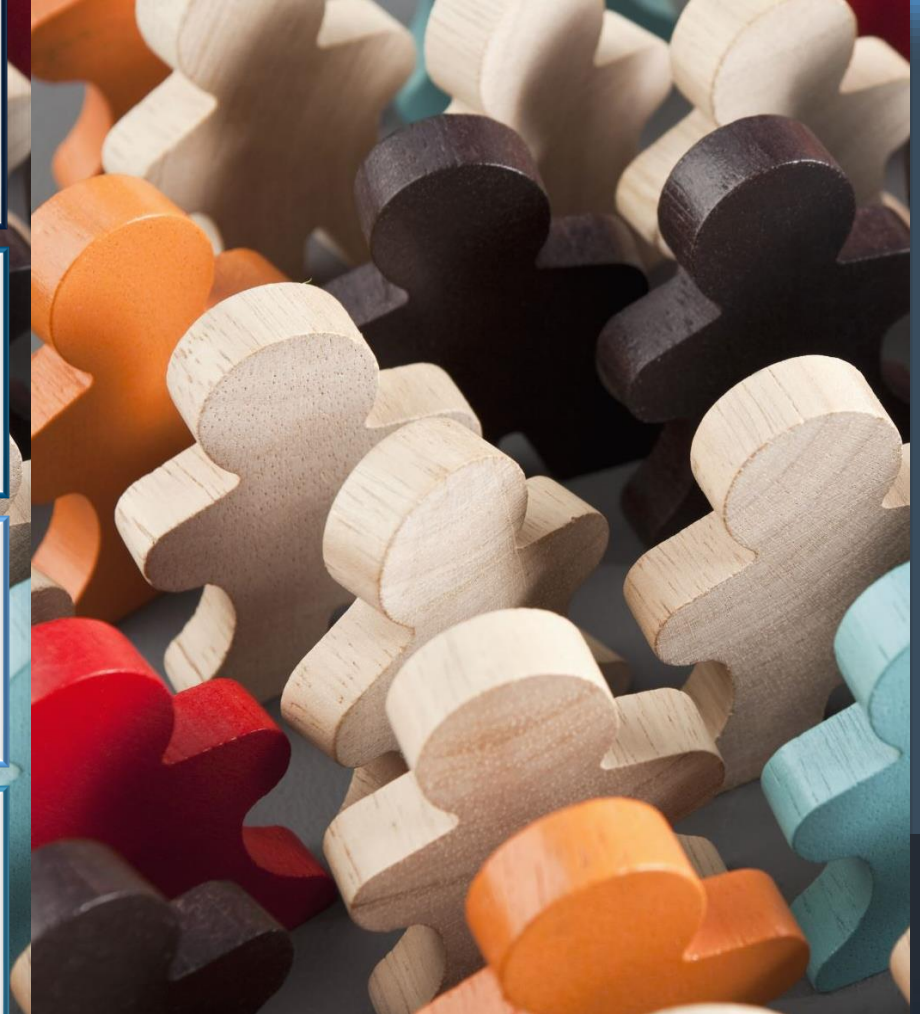
Consider Your Audience – Audience Mapping

INDUSTRY

COMPANY

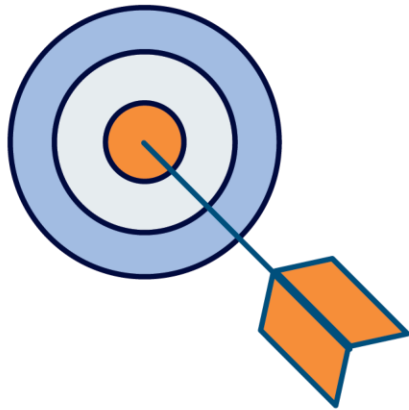
ROLE / FUNCTION

INDIVIDUAL



The GAP Method

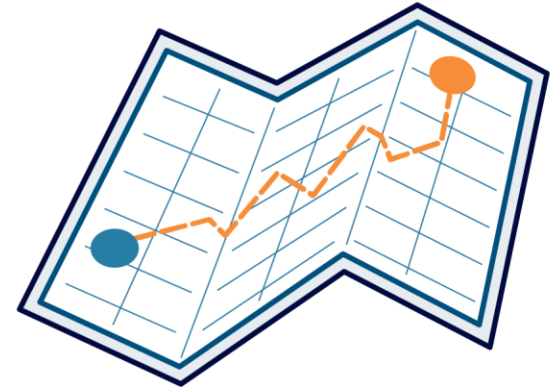
KNOW YOUR **GOALS**



UNDERSTAND YOUR **AUDIENCE**

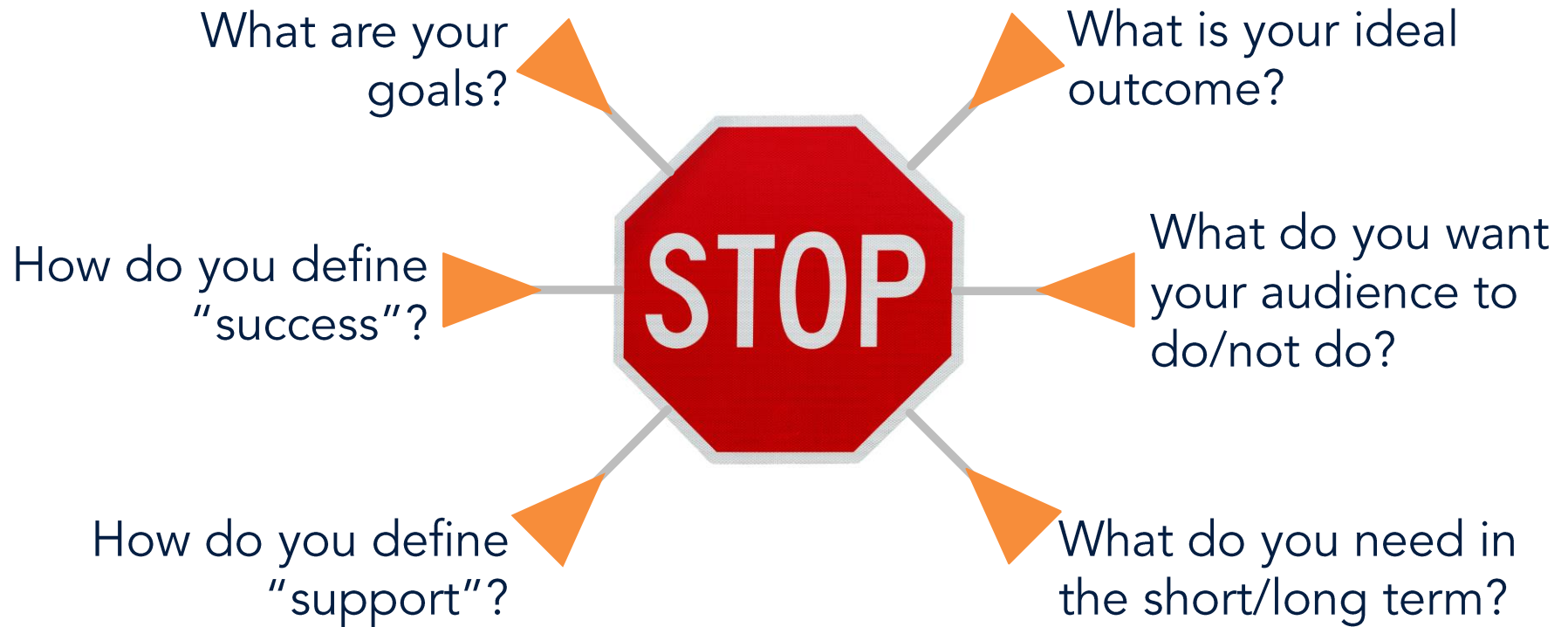
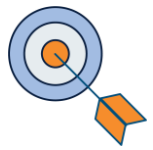


MAP YOUR **PLAN**



GOALS + AUDIENCE + PLAN = GAP Method

Know Your Goals



What do you want your audience to do, think, feel, remember?

Understand Your Audience



What are their goals?

Do your goals align or diverge?

What are their frames of reference?

... points of agreement?

... likely questions?

... likely objections?

... decision-making triggers?

What is their capacity to act?



Map Your Plan



WHAT: What is your persuasive point of view?

WHY: Why does this benefit them?

Why should they act now?

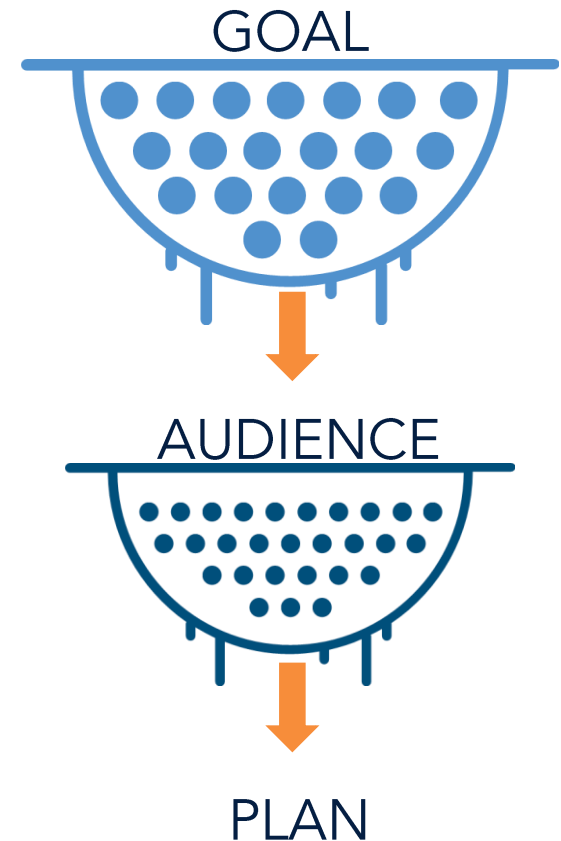
HOW: How will this work?

How do you know it will?

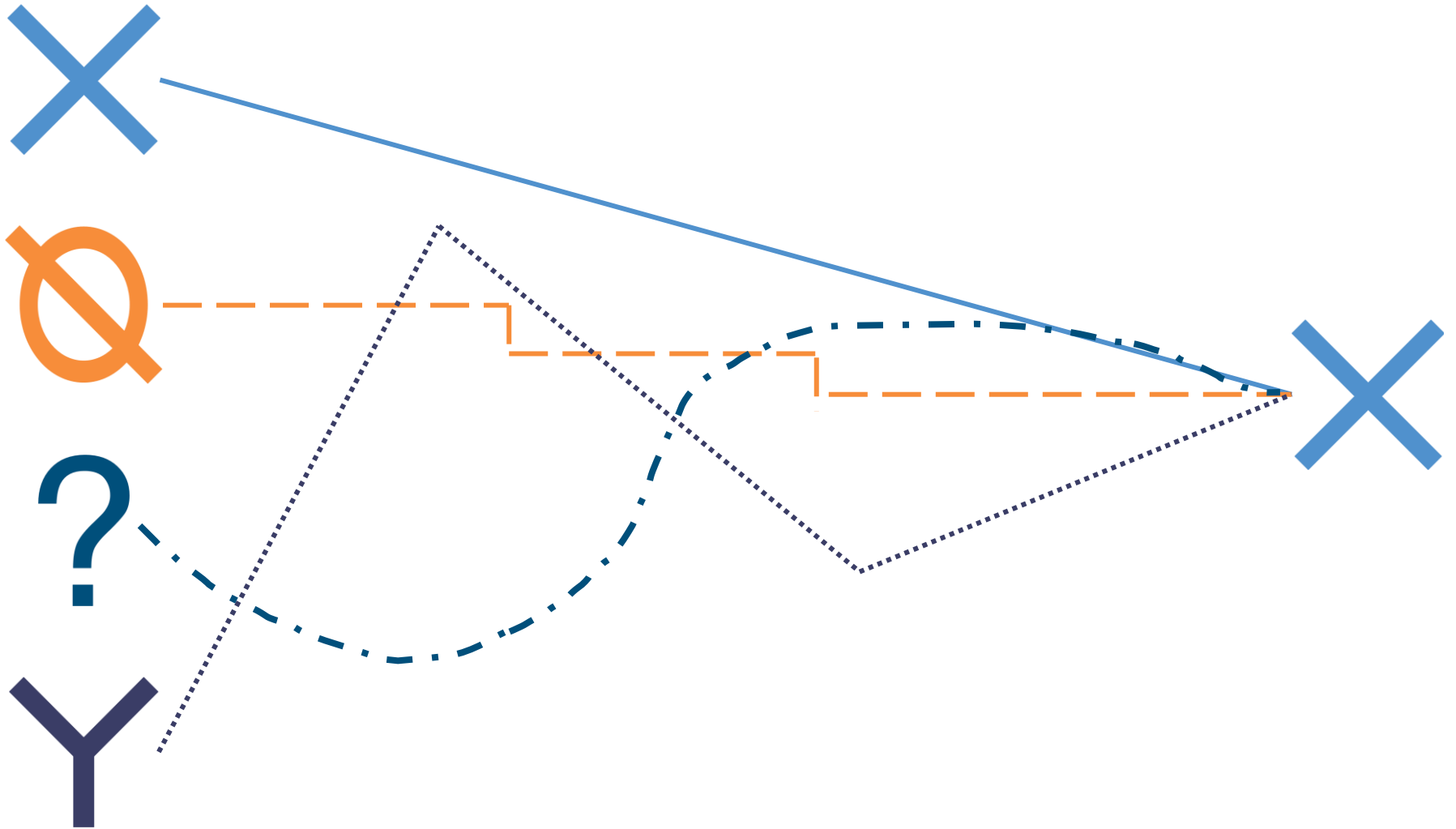
WHY NOT: Why might they *not* want to act?

NEXT: What comes next?

What are the action items?



Tailoring to the Audience



What Scenarios Do You Face Most Often?



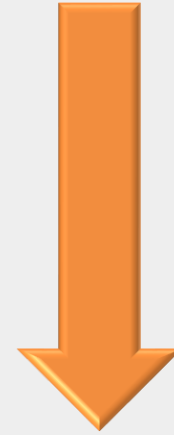
Communicating in All Directions



- Use BLUF (Bottom Line Up Front)
- Stay high level
- Provide context
- Emphasize impact on organization
- Focus on brevity



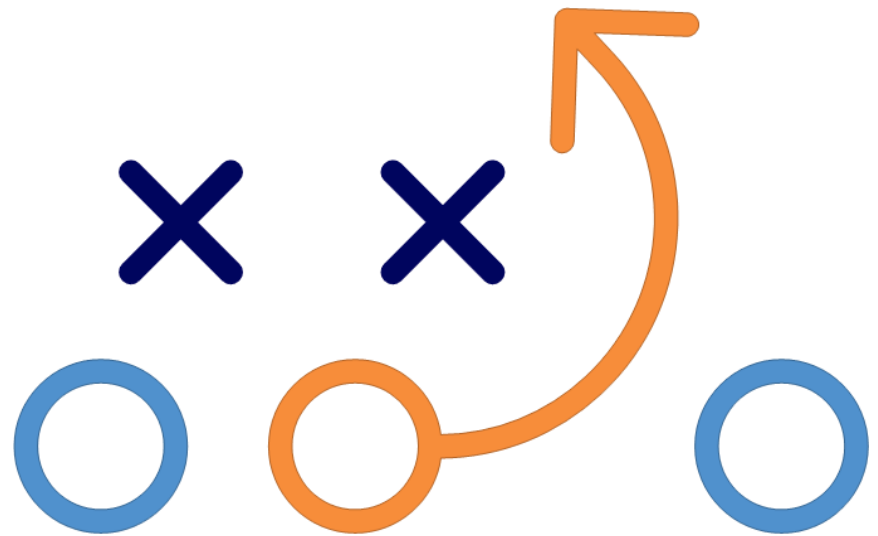
- Address competing priorities
- Reinforce common ground
- Consider quid pro quo
- Have pre-meetings
- Focus on collaboration



- Provide more specifics
- Include WIIFY (What's In It For You)
- Emphasize impact on individual
- Address likely objections
- Focus on tone

5 Strategies of Persuasion

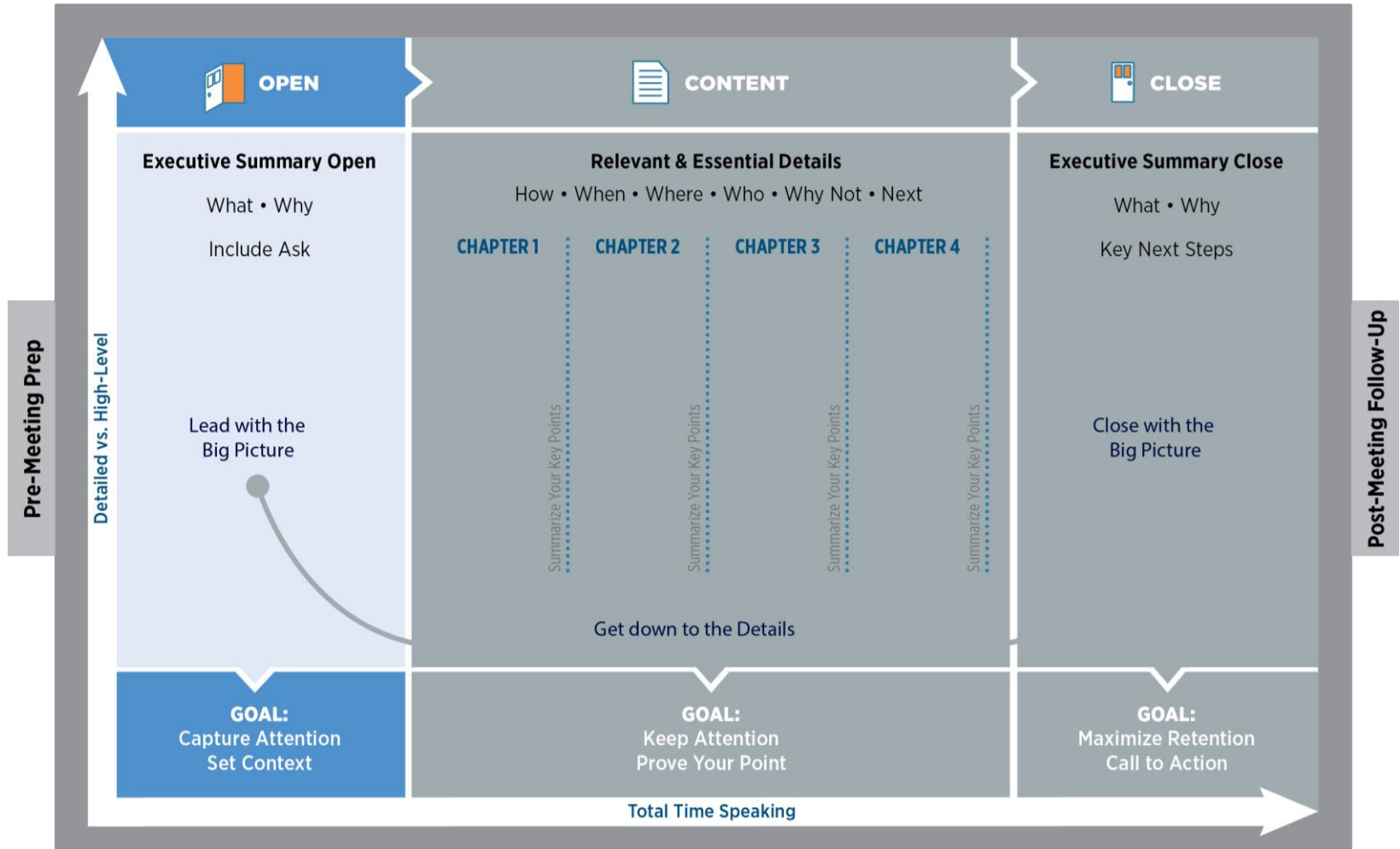
1. Reciprocity (quid pro quo)
2. Common ground
3. Compliance with norms
4. Opportunity for gain
5. Risk protection



If Your Problem Is...



The Story Board Method



Drawing Them in with a Hook

Get them talking and thinking

Use real and rhetorical questions

- Use a poll with a large group

Share a story

Startle them with a fact or statistic

Remind them of timeline

Connect their needs with your shared purpose



Agenda-Based Open Example



Agenda

Last year's performance

Two initiatives going forward

- Client outreach campaign

- Report-generating software

Next steps



Executive Summary Open Example



Reversing the Trend

Problem

↓ 10% Sales Revenue

↑ 12% Overhead

Solution

Client outreach campaign

Report-generating software

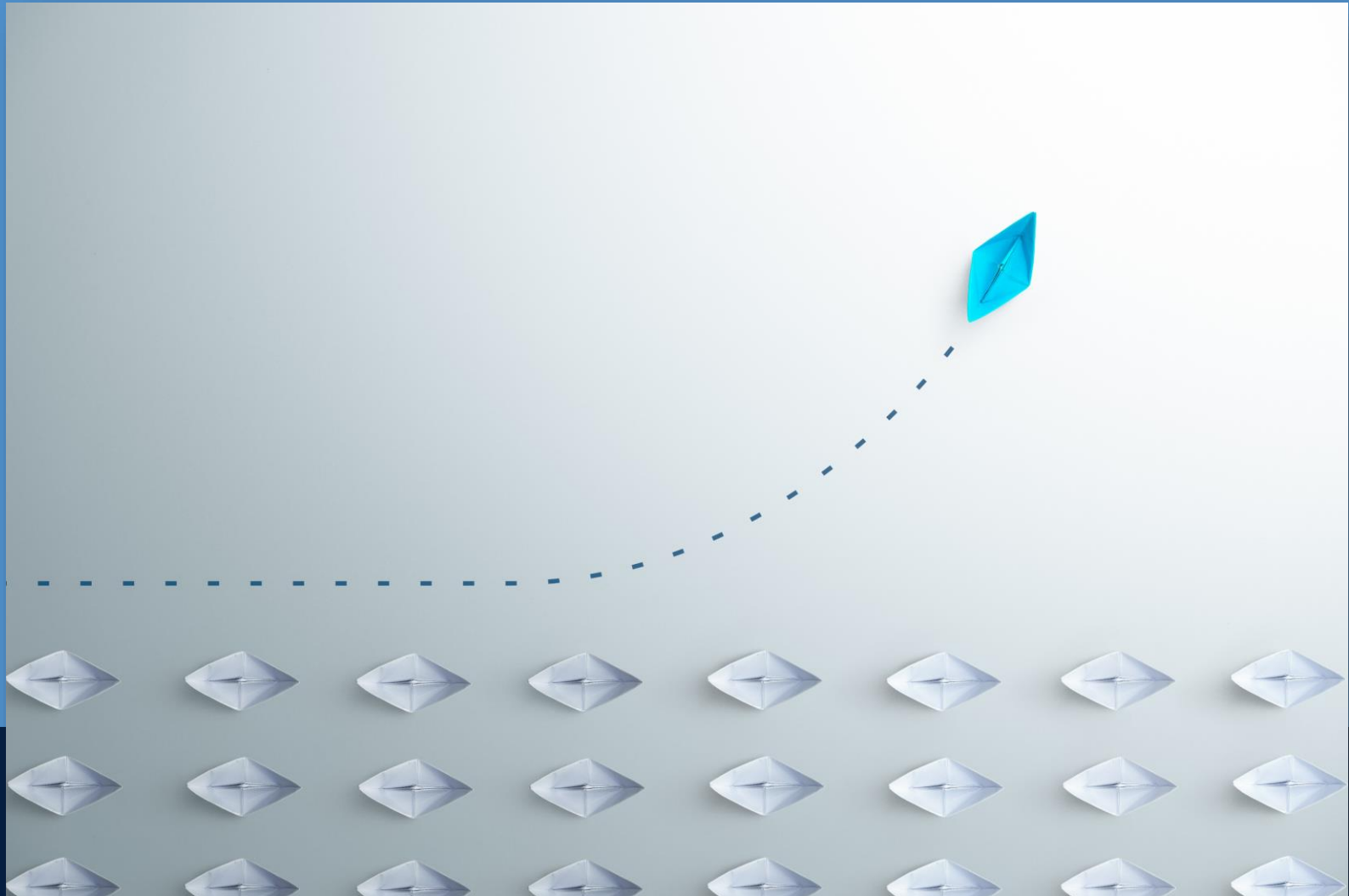
Ask

1.5 full-time marketing employees (FTE)

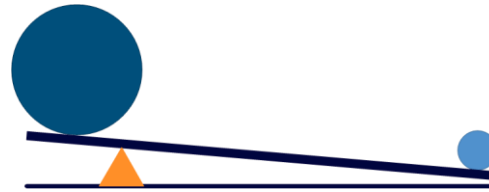
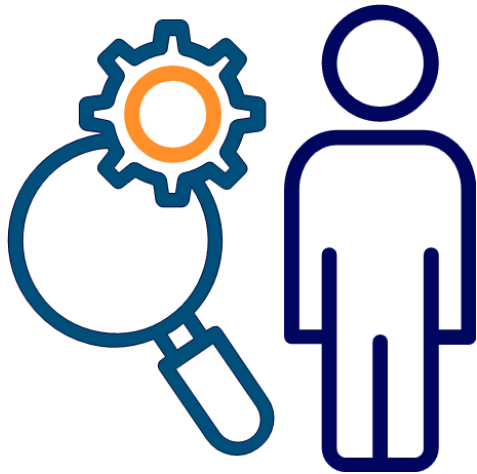
One-time investment of \$50,000



What's the Difference?



3 Storytelling Techniques

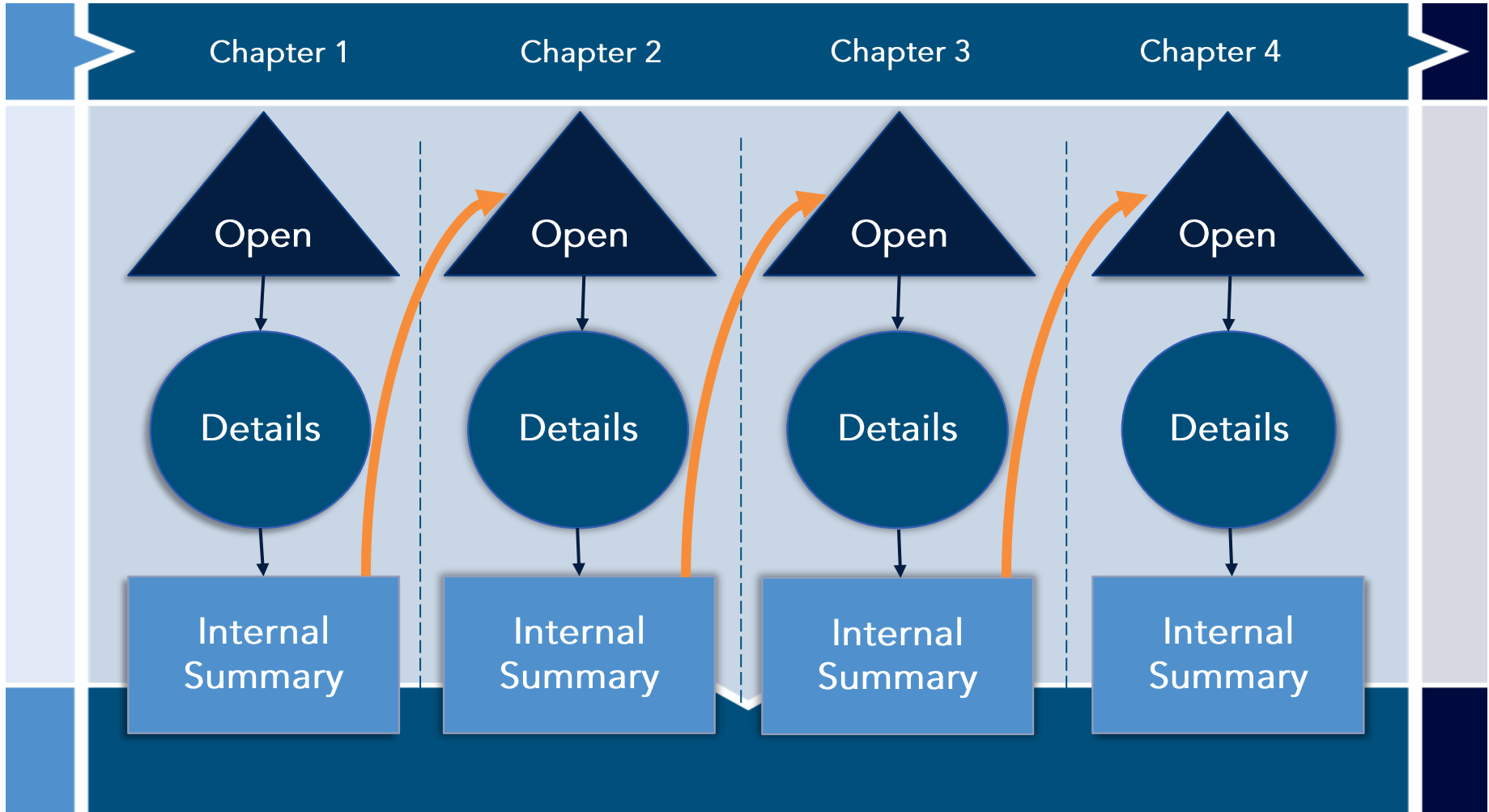


Problem → Solution

Opportunity → Leverage

Issue → Action

The Content



What Does a Good Close Look Like?



Executive Summary Close Example



Reversing the Trend

Client outreach campaign → boost sales revenue

Report-generating software → decrease overhead

Investment of \$50,000 and 1.5 FTE



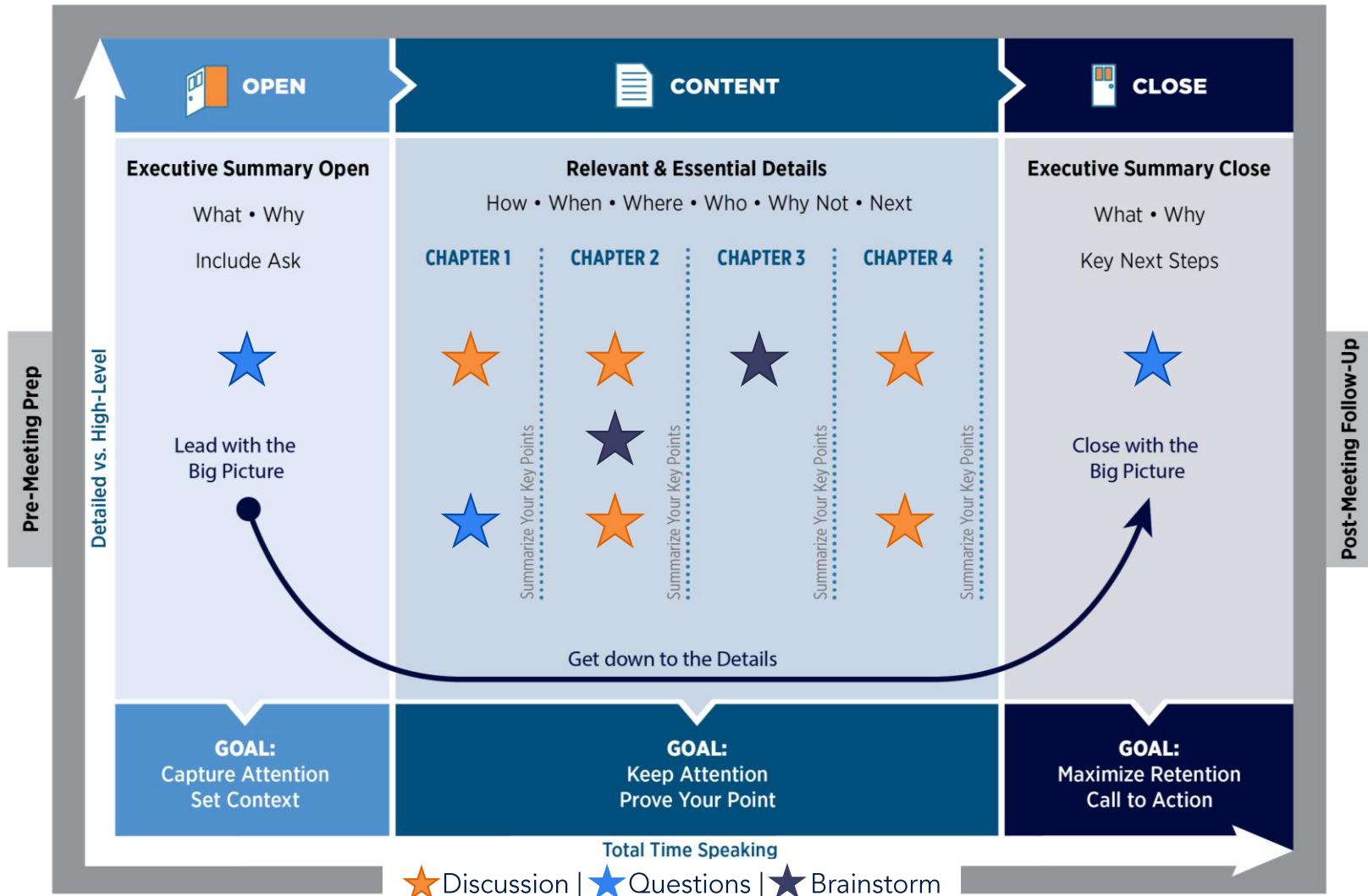
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21



Prepare for Virtual Engagement



Flip Story Board for Another Perspective



Key Takeaways from Message

Identify a specific goal and collect information on your audience

Utilize the information you collected to map out your plan

Craft a powerful executive summary open and a strong close

Organize your key points into chapters

Coming up Next: Deliver

