



Master Your Persuasion Power

By Debbie Allen

You persuade by mastering the art and the skill of effective communication. Your ability to communicate effectively regardless of the message will help you to exceed your goals time and time again.

Communication and persuasion are the same from the point that you cannot communicate with another person without, at the same time, influencing that person.

Rapport is a natural function of communication that is brought about by honoring the person with whom you are communicating. Your goal should be to find out what your prospect wants and/or needs. Then discover how you can help your prospect reach their goal and/or solve their problem.

When selling, targeting people who are already interested in that product or service makes sense. There is no resistance, only feedback. Communicating effectively is not about being in control, but rather about being able to recognize what you are, in fact, eliciting with your communication, and having the flexibility to adjust accordingly.

A master communicator is someone who chooses to influence his or her prospects ethical and respectful communication, versus an ineffective communicator who tries to influence his or her prospect out of manipulation and fear. When you set out to get an outcome that is strictly a win/lose model, or if you choose to abandon any future possible consequences for your communication, you are opening the door for eventual failure.

By accepting to master the art of effective communication, you are doing more to build long-lasting customer relations. You will also maximize your

opportunity to offer clear, effective, meaningful communication that is based on a positive outcome. You will soon discover how your own master communication skills will powerfully and impact-fully become unforgettable in your customer's minds.

The process of interpersonal communication is monumental. Yet, it is simply one of the most natural acts on this planet. If you build a useful model, then you will not have to worry about whether you are doing it right ... because you will see it pay off quickly with increased sales and income.

Begin using your communication as a means of growing your business and pay close attention to the response you are getting. Check the response to your outcome, or at least to where you are in getting that outcome. Then, adjust your output. Test and test again until you have it mastered.

If you take what you already know how to do, and you reorganize that information while putting together your communication skills, you will find yourself using them automatically in the context they are then designed to be used in, and in the order they need to be used. You will then become a powerful and effective persuader.

The most effective business skills I have ever developed have been in the area of communication. It really doesn't matter what you sell or what industry in which you work. If you cannot impact or affect the people you want, or need to affect, the level of success you will be able to generate will also be affected.

You can influence another's reactions or choices, but your prospect has the choice of whether or not to respond to you and how to respond to you. Refusing to control yourself and trying to control others is a waste of time. When you try to control what you cannot, you lose control of yourself. Your sense of power, part of your self-esteem, depends upon your satisfaction with your own performance. And if you are trying to control someone else, you begin to think of what they do as part of your own performance.

Trying to control someone during persuasive conversation is like stepping outside of boundaries or borders between countries. There are also boundaries and borders between people. To communicate effectively, these boundaries should not be crossed.

To achieve the ultimate satisfaction with your persuasion skills don't focus on the end result or goal. You can only do what you can do, there are other factors outside yourself and your control that influence the outcome, including the behavior of other people. This is part of taking personal responsibility for your actions. You are completely responsible for what you do, think, feel and speak. But you are not responsible for the outside factors of your prospects.

Often type A's and/or aggressive AAA salespeople are more likely to try to control the behavior of their prospects. Often when losing a sale they can become frustrated, angry and hostile from trying to control the behavior of others or trying to control other things that are not within their power.

Control simply means choice. Self-control is of emotions, thoughts, body and behavior. When you control your emotions rather than eliminate your emotions, you choose more positive and effective responses. Emotions have a direct and immediate impact upon your communication. You control your emotions through your thoughts and behaviors, which in turn, affects how your message comes across to others.

By controlling your thoughts you are able to choose when to think, what to think about, how to think about it and to not think about something. Controlling your communication behavior means being able to choose everything you say within the limitations of time, place and conditions.

Self-control, power and influence all affect how you communicate. A selfcontrolled person is admired and sought-after as a leader. Although an influential leader can also tend to intimidate people who are insecure.

Continue to discover the difference between control and influence and you will begin to master the art of persuasion power. As you improve, you will begin to expand the intensity of your influence and turn more prospects into buyers.

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About the Author

Debbie Allen, The Expert of Experts, is one of the world's leading authorities on business and brand strategy. She is the author of seven books including her latest best-seller *The Highly Paid Expert*. Learn more about her "Expert Positioning Formula" and innovative marketing strategies at www.DebbieAllen.com.

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