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Be the Most  
Persuasive Person  
in the Room

## People Don't Do What You Tell Them to Do: 10 Things *You* Can Do About It Now

1. People make decisions in their emotional brains—then they back and fill with "whys" to justify this. To be persuasive, speak to their emotions.
2. You may ask "D" level questions in a conversation, but if you're an "A" level listener, you can still get the job done.
3. 80% of people want lots of eye contact, so build rapport with them by doing this when you listen and talk.
4. Nod your head when they speak to show you're paying attention.
5. Paraphrase what they say—in *their* words, not yours—so they know you've heard them.
6. When it's an important conversation, take notes to indicate your interest.
7. Spend as much time thinking about how what you're proposing will serve *them* as what you'll receive.
8. Ask yourself what their 10 toughest objections could be and then write down how you would answer these.
9. Boil #7 and #8 into your top three messages—because three is the largest number of ideas people can hold in their short-term memory, and you don't want to overload them.
10. Be ready to admit that others may have a better idea than you do, or your solution may not be the right one for them, which will win you credibility points.