



Welcome

The Art of Persuasion



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

What is *persuasion*?

The magic *formula*

A few tips and *tricks*

Final recommendations

NO IS NOT A REFLECTION
OF YOUR WORK. IT IS A PATHWAY
TO GET YOU TO A YES.

Thought #1
What is persuasion?

*the***BASICS**

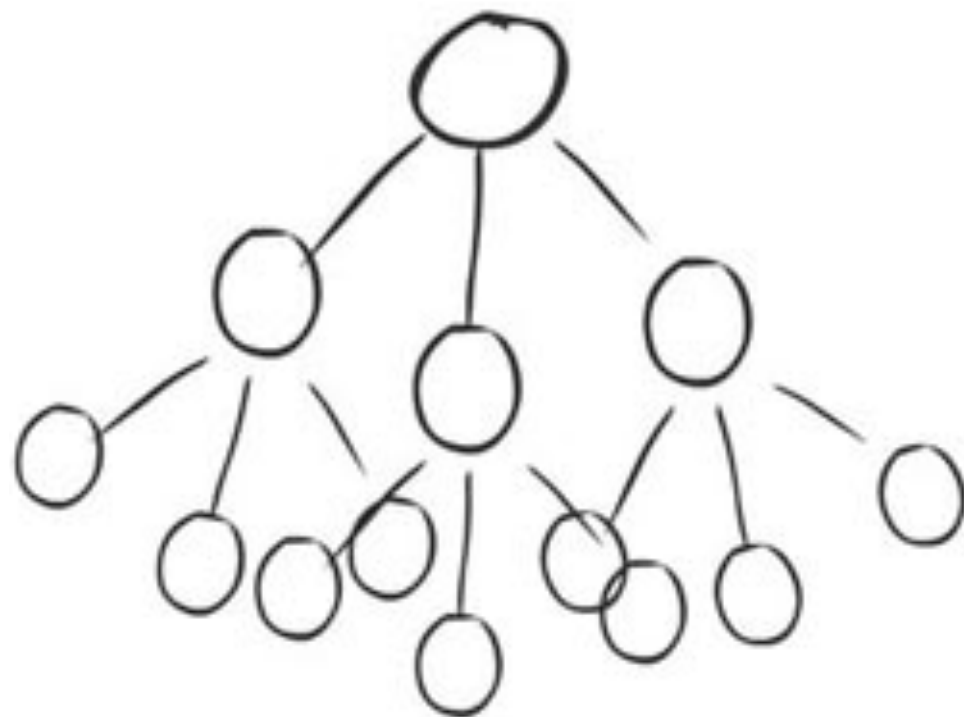


CONTEXT
+ TIMING



general RULES

PAY IT FORWARD



IT'S EASIER TO RESIST
IN THE BEGINNING
THAN IN THE END.

A side ponytail! Wow!
That's so creative!



CREATE SCARCITY AND
URGENCY



personal **SKILLS**



WE ARE ALL ALIKE.
NO ONE THINKS
VERY MUCH.

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Assurance

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Spirit

Impu

Thought #2

The magic formula

YOU MUST FIND THE PROSPECT
MOTIVATION

WHAT IS THE
PAIN?

What is the current
dissatisfaction?

How will you create a
future promise?

Know the inhibiting factors...
cost and fear

MAGIC

Thought #3

Tips and Tricks

TIPS

Help them imagine

FOMO

Over ask

Be funny

“We”

Majority rules

Be positive

Have good timing

Thought #4

Final Recommendations

REVISED EDITION

The Psychology INFLUENCE of Persuasion

“For marketers, this book is
among the most important books
written in the last ten years.”

— *Journal of Marketing Research*

ROBERT B. CIALDINI, PH.D.

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discover
PODCASTS



TAKEAWAYS

Defined *persuasion*

The magic *formula*

8 quick *tricks*

Learn, learn, learn



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*Thursday, June 11
1:00 PM – 1:30 PM CDT*

Register at epmsonline.com