



Influence With or Without Authority

Honest Persuasion Strategies to Make
Things Happen Internally & Externally

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What idea or request would you like to work on during this session/case study?

Examples:

- An idea you would like to convince your boss, employee or customer to do?
- A procedure that needs to be followed
- Help on something you need
- Information you want
- Some behavior or action you would like someone to do

Prepare – 4 Keys

- A. Decide on your outcome

- B. Make sure you believe in what you are doing/persuading

- C. Like and/or Respect the Person

Ask yourself:
What do I respect about this person?
What can I appreciate about their position?
What can I learn from this person?

- D. Do your research
 - a. Who is the best at this within your organization and beyond? Find out what they do that works so well to get your desired outcome achieved?

 - b. Who are the most influential and key players in your organization that you will need to get behind and support this change?

 - c. Who will the person be influenced by?

Have the “HIC” – Honest Influential Conversation

Step 1. State your purpose

The positive reason why you want to talk to the person.

Write...

Step 2. Get to know the person and/or situation

Key questions to answer:

- A. What does the person do? Job responsibilities—both official and unofficial.**
- *B. What is their past background/history**
- C. What are their biggest challenges, problems, issues, needs, and wants?**
- D. What are their priorities and goals (personally and professionally)?**
- E. Find out if things remain as they are and your request/idea is not adopted what would be the cost/effect to the person/team/organization?**
- F. How do decisions get made?**

Step 3. What Are Your Requests/Ideas?

A. The more specific and measurable the better

B. Don't be a chicken

C. The worse they could say is "no"

You can respond, "Under what circumstance would have you change your mind?"

D. Make requests in advance.

Write...

Step 4. Create SOI—“Statement of Influence”

A. What are the “MT. SAMIE” Benefits

“MT. SAMIE”

1. MONEY

Write...

2. TIME

Write ...

3. SECURITY

Write...

4. ACHIEVEMENT

Write...

5. **MAKING A DIFFERENCE**

Write...

6. **IMAGE**

Write...

7. **ENJOYMENT**

Write...

B. Connect with People Emotionally and Logically. People buy for emotional reasons and justify with logic.

Points

1. Emotion outweighs logic,
2. People need both.

**C. Create Pictures
If people can see it in their mind, they are more likely to believe it.**

Tips:

1. Illustrate your point through stories, examples and/or analogies
2. Personalize whenever you can.
3. Break down statistics to meaningful pictures.
4. Ask the other person to paint the picture of what it would be like to have the request fulfilled. What would be the advantages?

Statement of Influence:

“MT. SAMIE” Benefit

Sample One

Communication issues can cost organizations an incredible amount of money. Why?

Logic

Because research shows the number one reason why people leave an organization is due to communication/relationship issues and often specifically because of their relationship with their boss. Also, research shows it costs anywhere between 25% to 1 to 2 times someone’s salary to replace them - including such costs as down time, loss of productivity, lost knowledge held by the employee who left, recruitment and training costs for the new employee. Therefore, because communication is the # 1 reason why people leave, and people leaving costs the company thousands of dollars, communication does directly impact the bottom line profitability of a company.

Painting a picture to which the other person can relate and ideally, emotionally connect

For example, an employee who earns \$50,000 leaves the company. If you use the conservative figure of 25% of their salary, that employee who just left cost the company \$12,500. Can you imagine if we use a more reasonable and common estimate of 50% to 1 times someone’s salary? The problem is even more costly. The good news is there is something you can do about it. Communication training is an investment that pays dividends and directly impacts your bottom line.”

Your Example:

("MT. SAMIE" Benefit)

(Logic)

(Painting a picture that the other person can relate to and ideally connects with them emotionally)

Step 5. Resolve Objections

- A. Proactively bring up objections first and address them.**

B. Use The “PARA” Method to handle objections and challenges that come up

Tips

1. Probe and listen to fully understand their point of view.
 - a. Usually what the person says initially is not the real issue.
 - b. Take notes so you don't interrupt them.
 - c. Probe until you can restate their position better than they can.

2. Align and connect with the person.

Tips

- a. Restate what the person is fully saying and with the emotion the way that person is hearing it
- b. If you would feel the same way or have in the past, say so.
Say what you have in common
- c. Stay away from the word “but,” use “and.”
- d. If you cannot align with their behavior, you can at least align with them emotionally.
- *e. Match and lead
When they pull back, you pull back and re-approach

3. Respond

Tips

1. Include the benefits in your response.
2. Answer questions directly.
3. Manage their expectations.
4. Provide a time frame for getting back to them if you don't know the answer.
5. Plan out your responses to typical objections ahead of time.

4. Ask to make sure you answered their question or address their objection.

Overall Tips

1. Take full responsibility for not making the point clear and/or not answering the question.
2. Allow the person to "save face."
3. If you get a "no" response, ask what would it take to get a "yes."

Step 6. Plan to Implement What You Are Asking

Who will do what by when?

Tips:

1. The more detail and the smaller the steps the better
2. Build in time to celebrate successes
3. Always leave the meeting/interaction with a next step and an exact time to check in

Write....

Summary Page/Planning Page

Purpose:.....Page

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