

Communicating persuasively

A Finance Skills Development Production

Presented by Amanda Carlyle



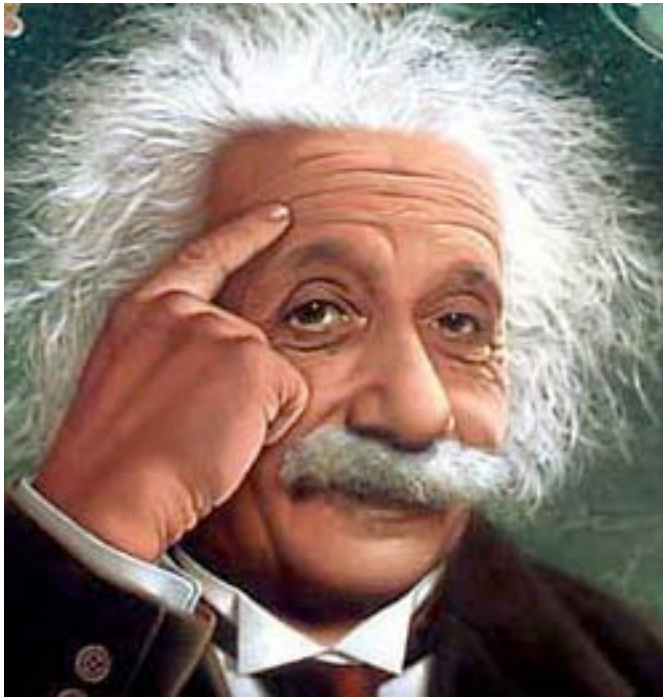
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Introduction:

- The art of story telling
- The art of stickiness
- The art of persuasion



The art of story telling

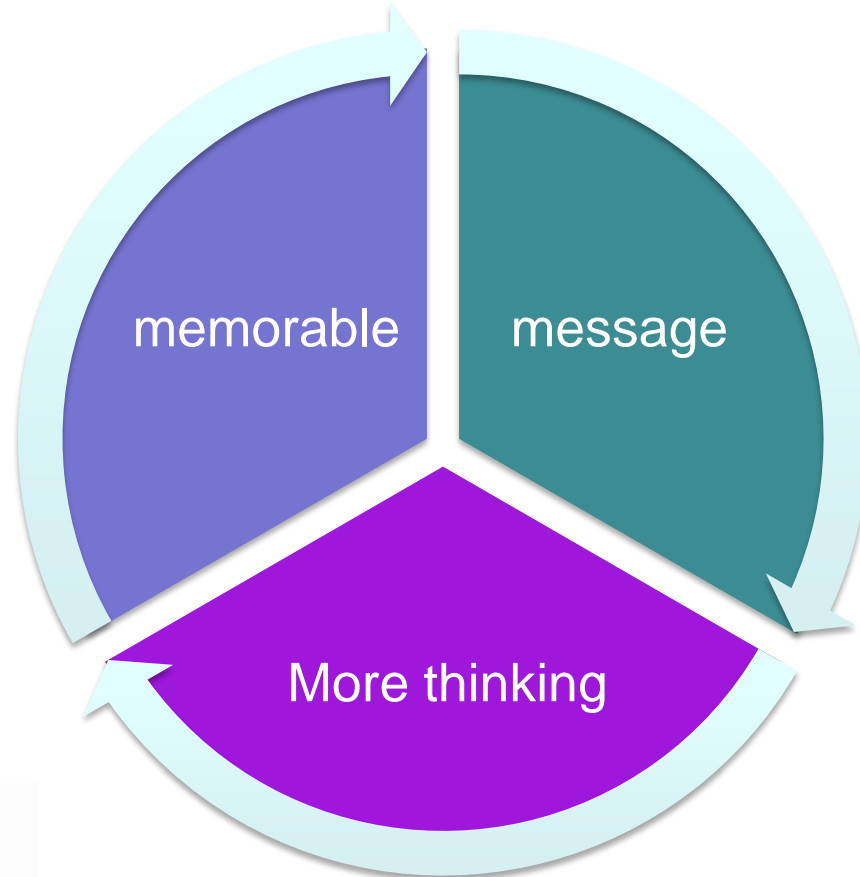


**Make things as simple as
you can but no simpler**



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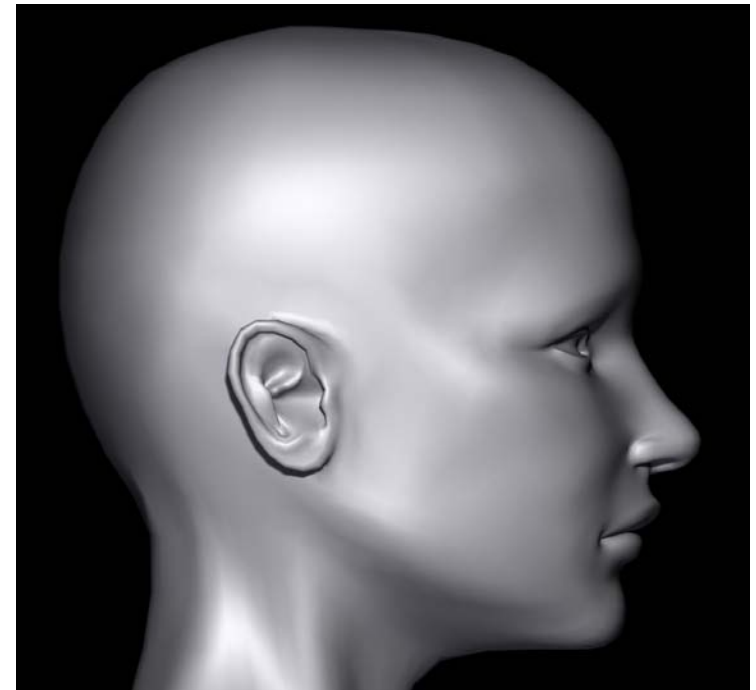
The art of story telling



The art of stickiness

Can you talk about:

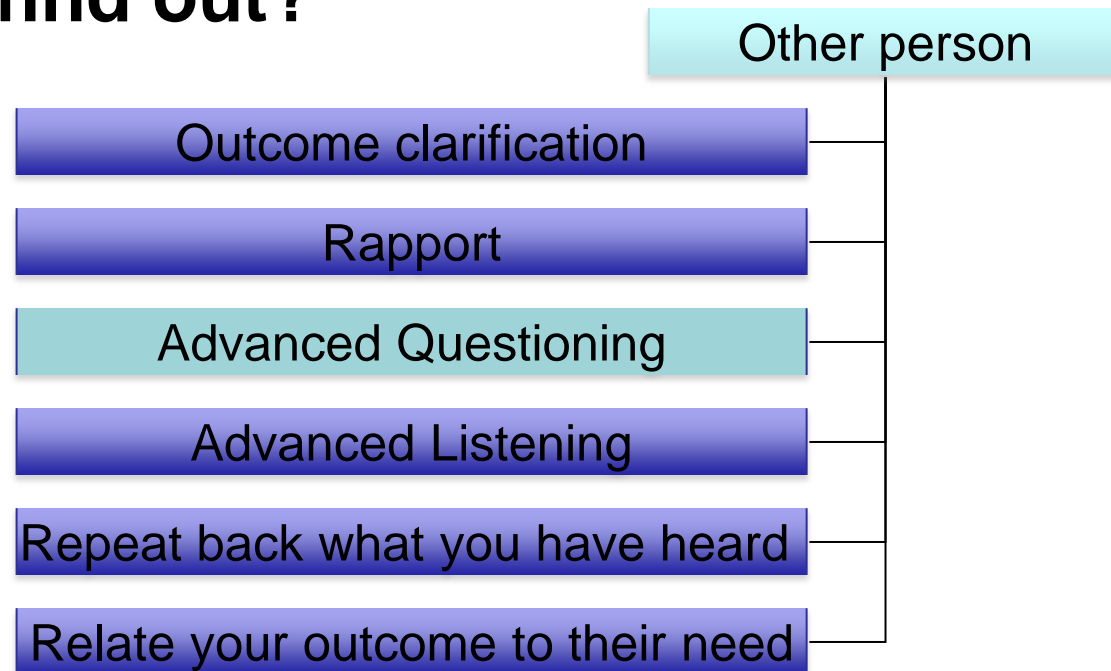
- Their values and outcomes
- Their performance
- Recent changes, announcements and news
- What they need to deliver personally



The art of stickiness

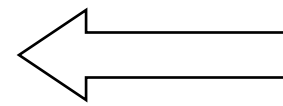
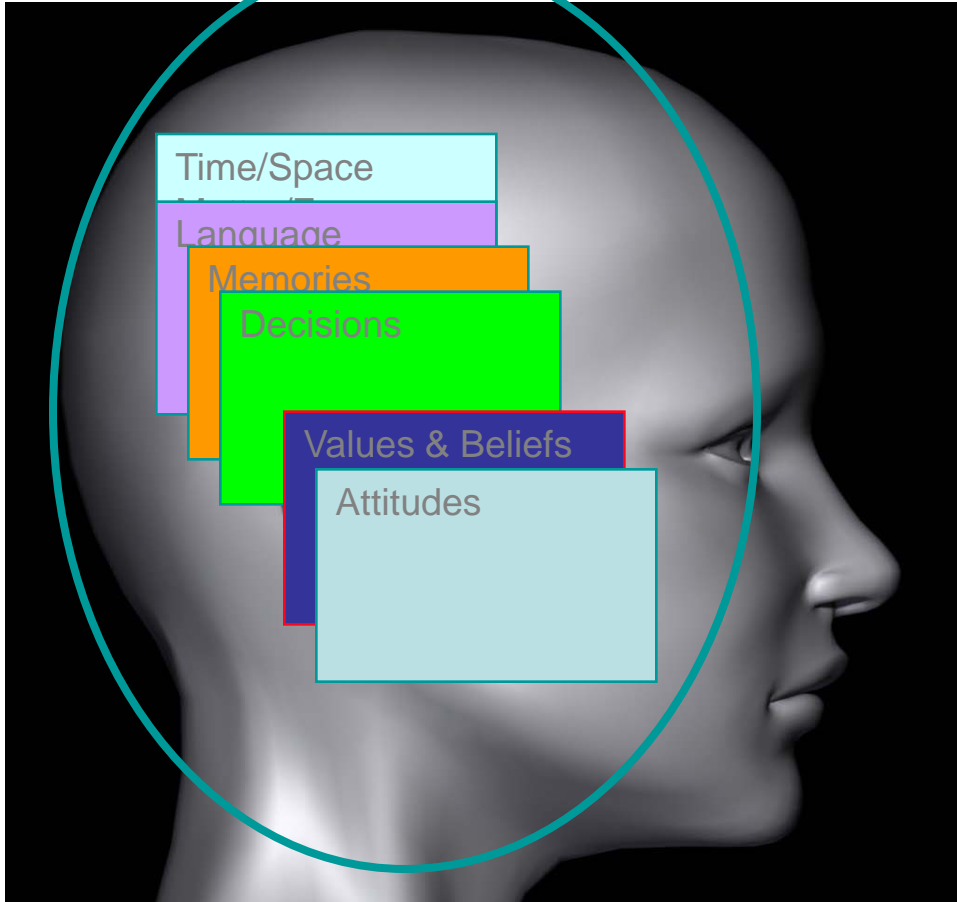


How do you find out?



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The art of stickiness



Message



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The art of stickiness

Paraphrasing confirms

- You are like them
- You have listened
- You have understood
- You are talking their language
- You are on their wavelength



The art of stickiness



- Benefits, future focus, goals, targets,
- Possibilities

OPTIONS & FUTURE
POSSIBILITIES

- Consequences, problems, security
- Safety, fear, protection, risk adverse

AVOID PAIN



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The art of stickiness

Managing expectations

- Paraphrase word for word their need
- Use **YES AND....** never **BUT**
- Talk about **YES** we can do that and the **RISKS** are....
- Ask their permission to accept the Risks
- Document



The art of stickiness



Decision making

- How will you make a decision?
- How will you know it's been a good decision?
- If you were in my shoes... is there any thing else that I can say or do...for you to know this will work?



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The art of stickiness



Minutes

The person that controls the minutes controls the interpretation of what was agreed at the meeting

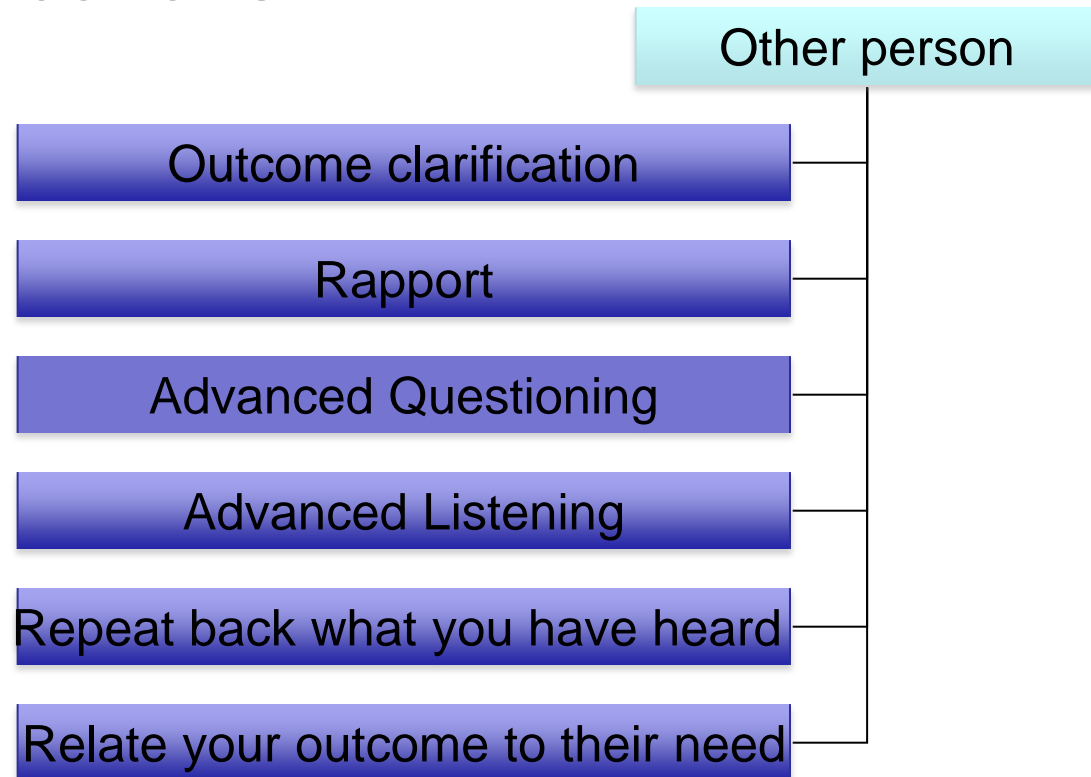


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The art of persuasion



Building connections



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