



**The
Power of Persuasion:
How To Win Clients
&
Influence People**

January 4-6, 2025



Giveaway





Objectives



Clarify misconceptions and define what it means to be influential.



Explore the science of decision-making and how it differs from what we intuitively expect.



Discover 3 key concepts to use influence techniques intentionally for sales success





What mental images or words come to mind when you think of someone attempting to “influence” you?

Shifting Perspectives on Influence

- 1. Pushy ≠ Powerful:** Influence is about persuasion, not force
- 2. Facts ≠ Right Decisions:** Facts are far less persuasive than you think
- 3. No “Jedi” Mind Tricks:** Influence isn't about controlling others, it's about connecting with them.
- 4. “Less Is More, But More Isn't Less”:** Asking for more doesn't always lead to less likability - it's all about “how” you ask than how much you ask for.



How does the average person make a decision?

“If you would persuade, appeal to interest and not to reason.” Ben Franklin



System 1

Decision Making



System 2



- Fast, automatic, and intuitive
- Requires little effort or conscious thought
- Past experiences and associations
- Primarily emotional and reactive
- Used for everyday decisions and reactions

System 1



System 1

$$2 + 2 = 4$$



System 1





- Recognizing a friend's face
- Catching a ball thrown towards you
- Reacting to a sudden loud noise
- Deciding to eat your favorite food without really thinking about it
- Choosing the same brand of toothpaste you always use without much thought
- Smiling when someone says something funny

System 1

System 2



- Slow, deliberate, and analytical
- Requires conscious effort and attention
- Logical reasoning and problem-solving
- Cognitive and reflective
- Complex and challenging decisions and tasks

System 2



- Solving a difficult math problem
- Learning a new language
- Writing a story or essay
- Analyzing an argument or idea in depth
- Planning a complex project or task
- Solving a Sudoku puzzle
- Learning to play a new instrument
- Planning a long-term financial investment strategy
- Debating a complex social issue

The Athlete vs. The Coach

A woman with curly hair and glasses, wearing a teal hoodie, is smiling and holding a basketball. She is standing on an outdoor basketball court with a hoop and backboard visible in the background. The scene is set outdoors with trees and a clear sky.

The Athlete

is reactive, quick, and able to make split-second decisions on the field or court.



The Coach

is more analytical, strategic, and responsible for planning and designing a training program to help the athlete improve.

Let's Test Your Decision Making ...

- Here is your job: Name the colors of the following words.
- Do NOT read the words...rather, say the color of the words.
- For example, if the word "BLUE" is printed in a red color, you should say "RED"
- Two Rounds
- Stand up after you've completed the task

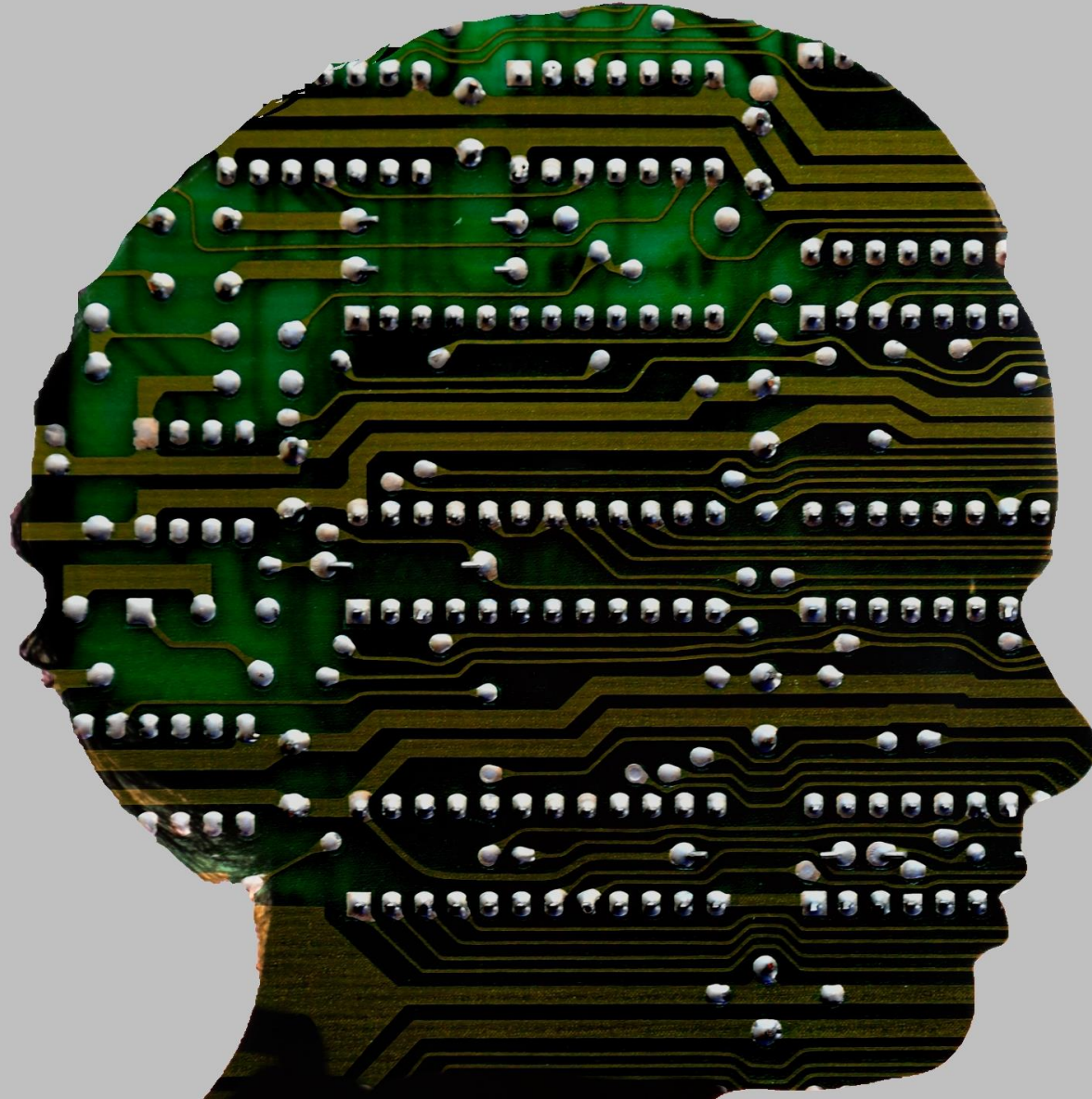
RED	BLUE	GREEN	BLUE	BLACK
YELLOW	GREEN	ORANGE	GREEN	RED
PINK	BLACK	BROWN	YELLOW	GRAY
BLUE	RED	GREEN	PINK	BROWN
ORANGE	BLACK	BLUE	GREEN	RED

ROUND 2

RED	BLUE	GREEN	BLUE	BLACK
YELLOW	GREEN	ORANGE	GREEN	RED
PINK	BLACK	BROWN	YELLOW	GRAY
BLUE	RED	GREEN	PINK	BROWN
ORANGE	BLACK	BLUE	GREEN	RED

Which test did you
complete faster?

We don't make decisions the way we think we do.



95%

**95 = the % of time that
System 1 takes over**

Influencing Behavior
= Make It Easy

A close-up photograph of a person's hand reaching towards a cluster of apples on a tree branch. The apples are in various stages of ripeness, showing red, yellow, and green hues. The background is filled with green leaves and other branches of the tree, creating a natural, outdoor setting.

**How do you decide
which apple to pick?**

Low Hanging Fruit

Get them to SAY YES:

01

Make it
easy

02

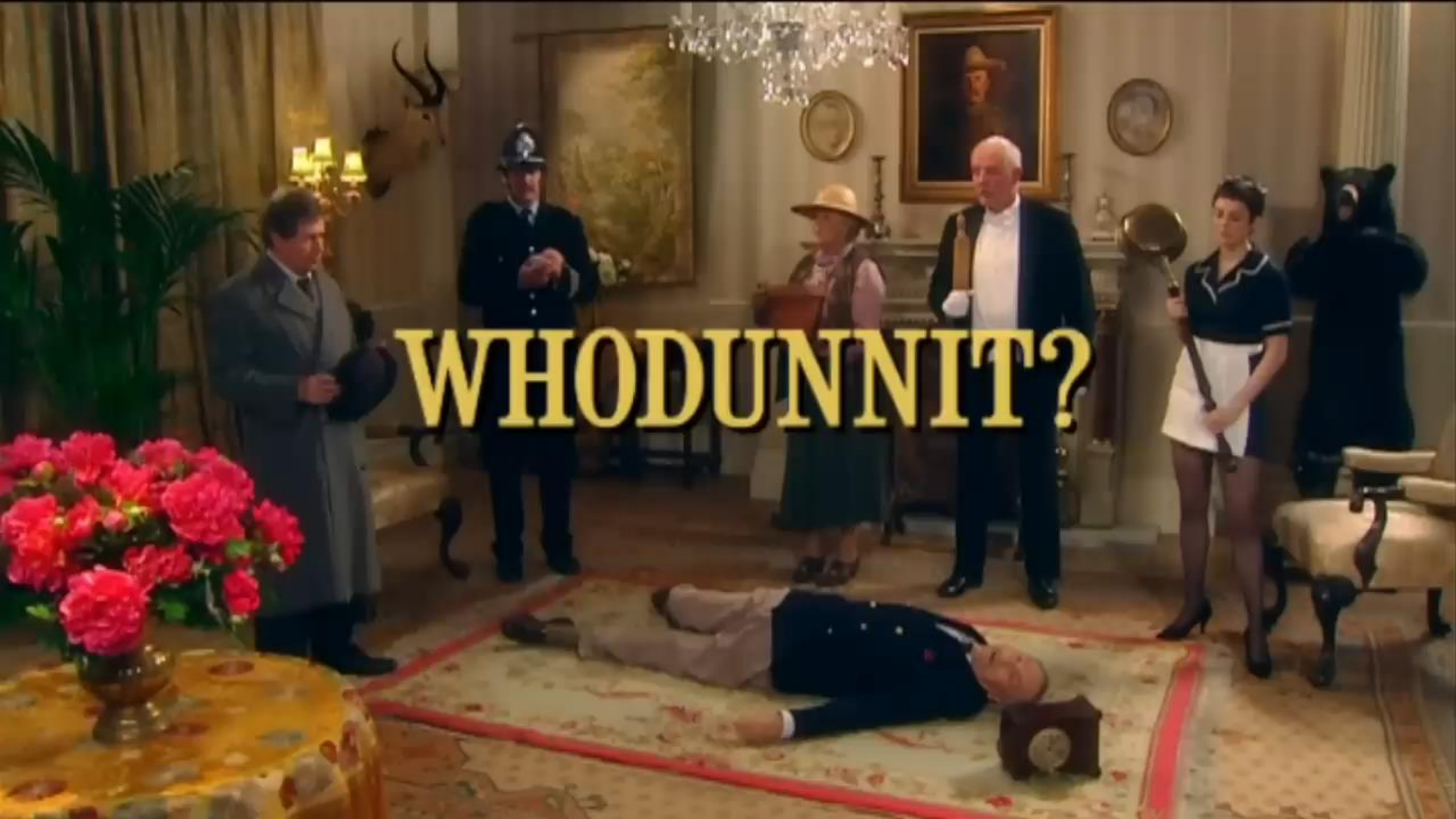
Remind
them

03

Reduce
perceived
effort

04

Start small

A murder scene in a grand, ornate room. A man in a dark suit lies face down on a patterned rug. A small wooden box lies on the floor near his head. Several people stand around the room, looking at the body. On the left, a man in a grey coat holds a hat. In the center, a man in a dark uniform with a helmet stands with his hands clasped. To his right, a woman in a pink dress and a straw hat holds a brown bag. Further right, a man in a dark suit and white shirt stands with his hands behind his back. Next to him, a woman in a dark blue and white uniform holds a large brass gong. On the far right, a person in a black bear costume stands near a chair. The room features a chandelier, a large painting, a mounted animal head, and a table with a large bouquet of pink flowers in the foreground.

WHODUNNIT?

Mind Your Messaging

1



Giveaway

ASK FOR

WHAT

YOU NEED

ASK:

- Ask more often.
- Ask more directly.
- Ask for more.



WHY "ASKING" Matters

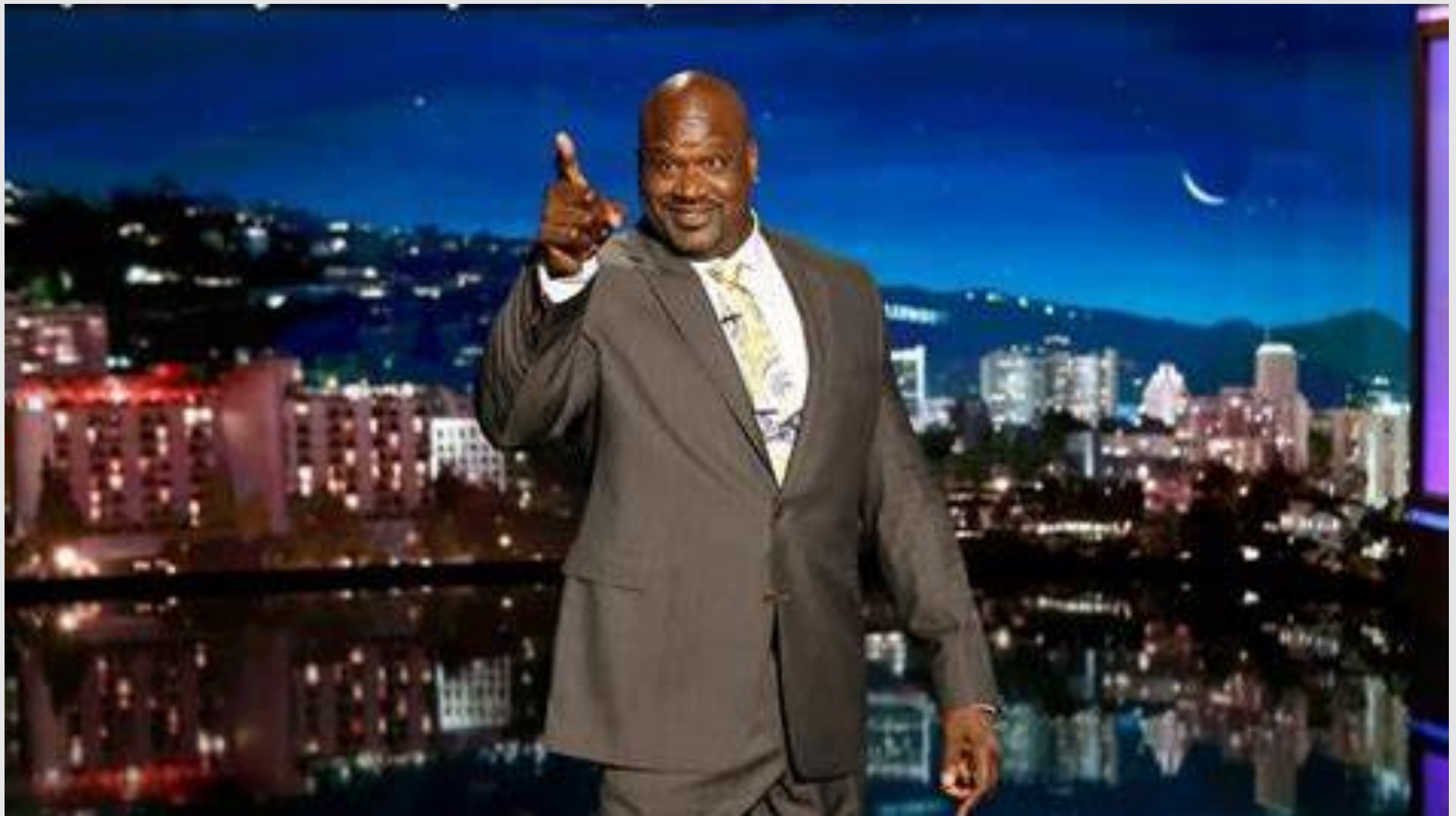
- Assumed understanding
- Vague or indirect language
- Fear of rejection or judgment
- Assuming the answer will be "No"
- Lack of awareness of your needs



ASK: Using This With Your Clients

1. Encourage open communication
2. Set clear goals & expectations
3. Promote a growth mindset







Ask the Magic Question

**Do you want
fries with
that?**





What would it take?



**What would it take to move
this deal forward?**



**What would it take for me to
be your preferred partner?**



**What would it take for me to
get your support?**

Diminishers

Verbal attempts
to connect
through
submission

Used in situations
where there's an
imbalance of
power or status

Words To Lose

“I was just wondering”

“I thought maybe”

“Can I ask a stupid question?”

“I am sorry but”

Words To Use

"I have a question/request" or
"Can I ask you something?"

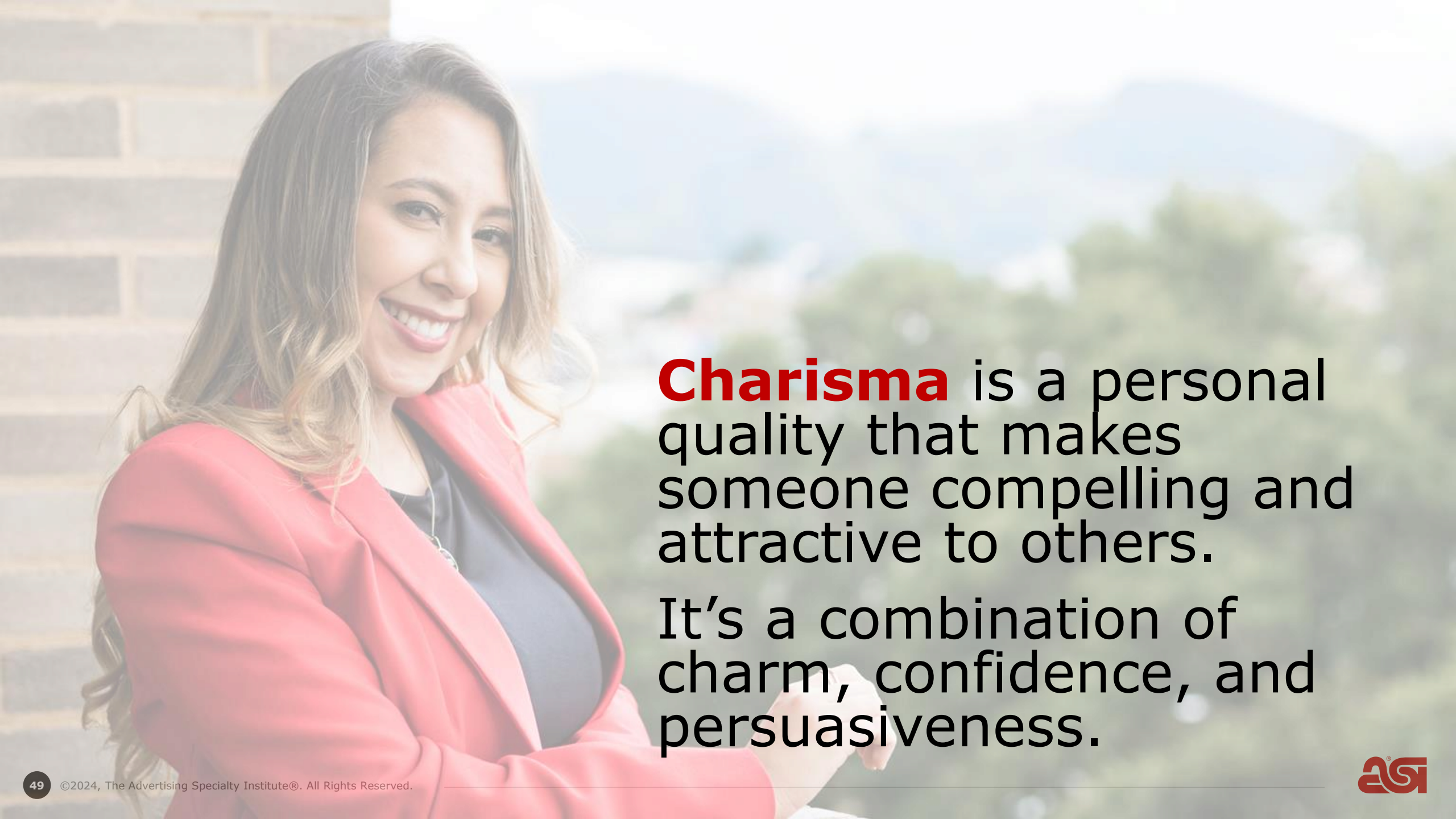
"In my experience/opinion, I
think..."

"Do you have a moment to
discuss something with me?"

"I wanted to bring something
to your attention."

Make Every
Interaction
Memorable

2



Charisma is a personal quality that makes someone compelling and attractive to others.

It's a combination of charm, confidence, and persuasiveness.

Twin Paradoxes of Charisma



TRYING TO BE
CHARISMATIC HAS
THE OPPOSITE EFFECT.



YOU ATTRACT OTHER
PEOPLE'S ATTENTION BY
GIVING THEM YOURS.

Focus Your Attention On Them



Use Their Name

"Remember that a person's name is to that person the sweetest and most important sound in any language."

-Dale Carnegie



Be Likable

Similarity: People like and trust those who are similar to them.

Compliments: Compliments can increase positive feelings and likability.

Cooperation: Working together builds rapport and camaraderie.

Let the FORCE
Be with you

3

Social & Psychology Influence Triggers



RECIPROCITY



SOCIAL PROOF

Reciprocity

People are more willing to help or comply with a request from those who have provided something to them in the past.

Reciprocity



Teach something: Share tips on using promotional products effectively, like optimizing trade show giveaways.



Connect personally: Research the client's brand and suggest products tailored to their target audience.



Show appreciation: Gift a small, personalized product to thank them for their business.

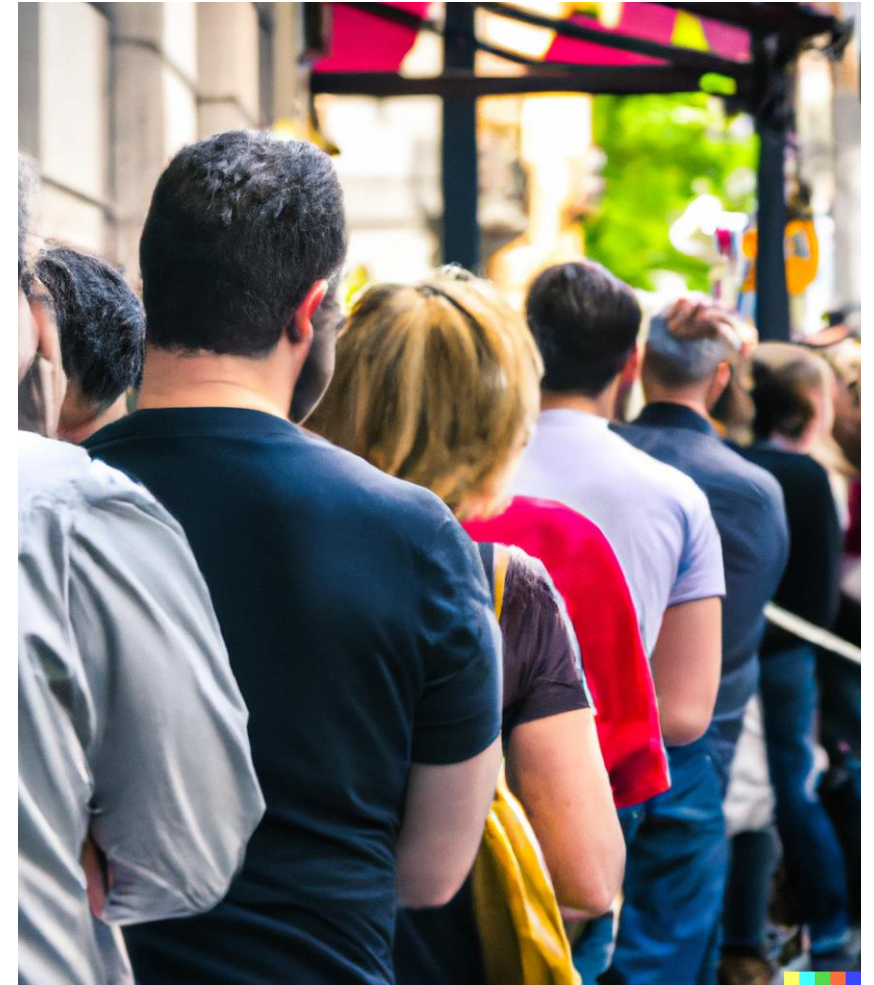
Reciprocity: The Phrase That Pays

“That’s what partners do for each other.”

“I know you’d do the same for me.”

Social & Psychology Influence Triggers

In the absence of facts, most people will base their decision on what other people are doing.



Social Proof Tactics



Share success stories:

Highlight how clients achieved results using your products.



Use testimonials: Showcase client feedback to build credibility.



Leverage external sources:

Use industry data to reinforce product value.

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