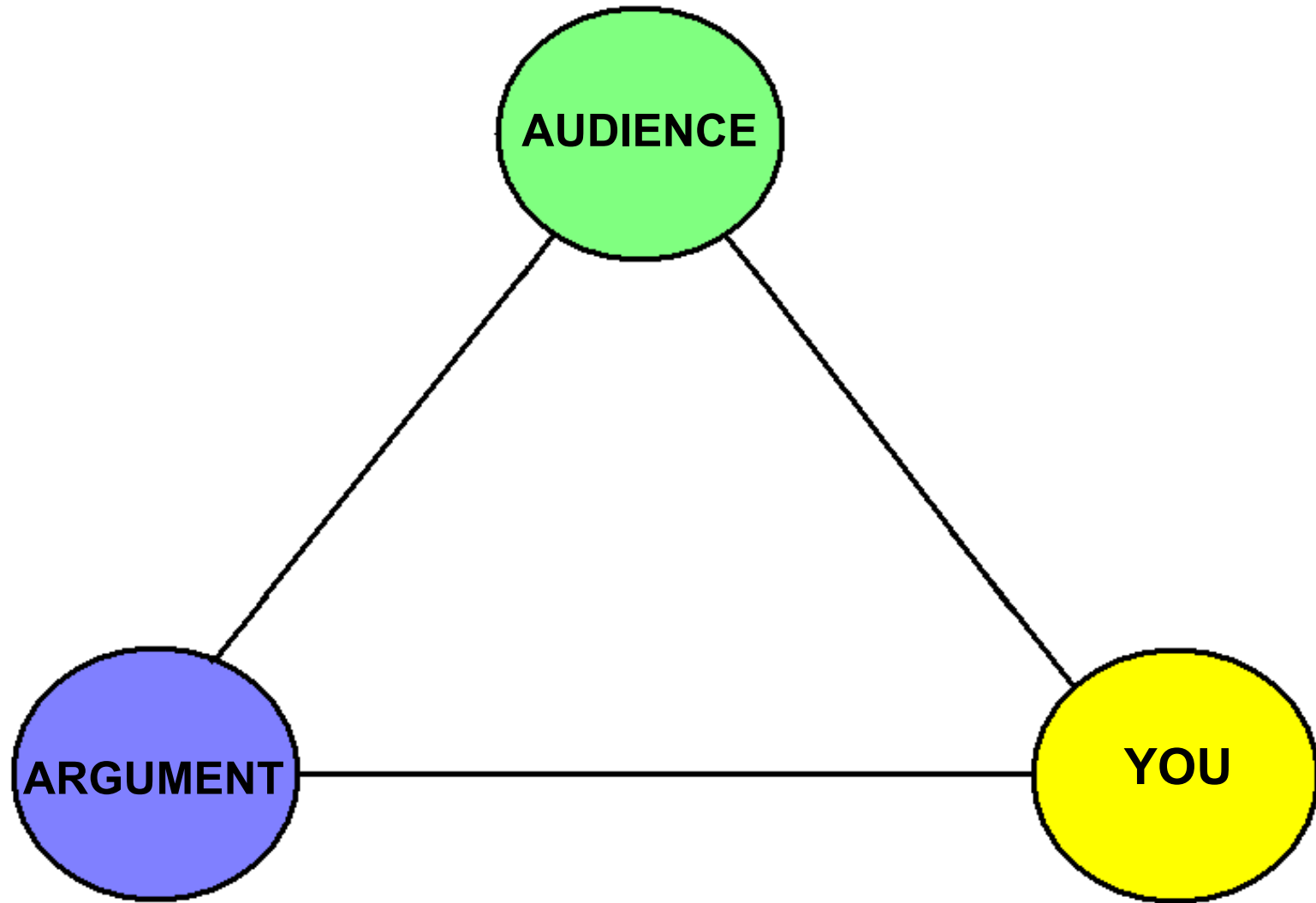


7 Ways to Communicate Persuasively

Craig Keyworth, CISA, PMP
Automatic Data Processing

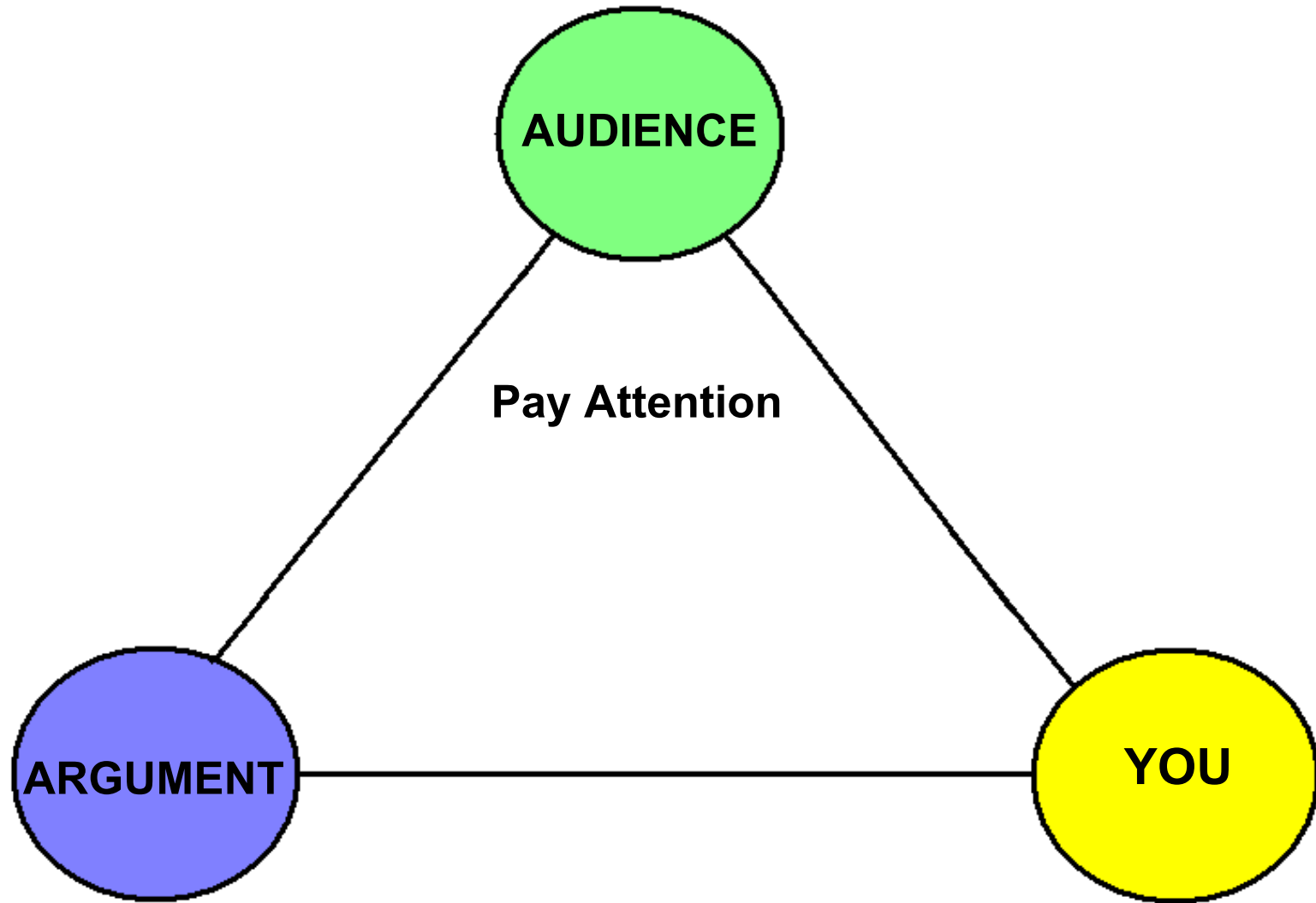
***“The triumph
of persuasion over force
is the sign of a civilized society.”***

Mark Skousen



***“If you would persuade,
you must appeal to interest
rather than intellect.”***

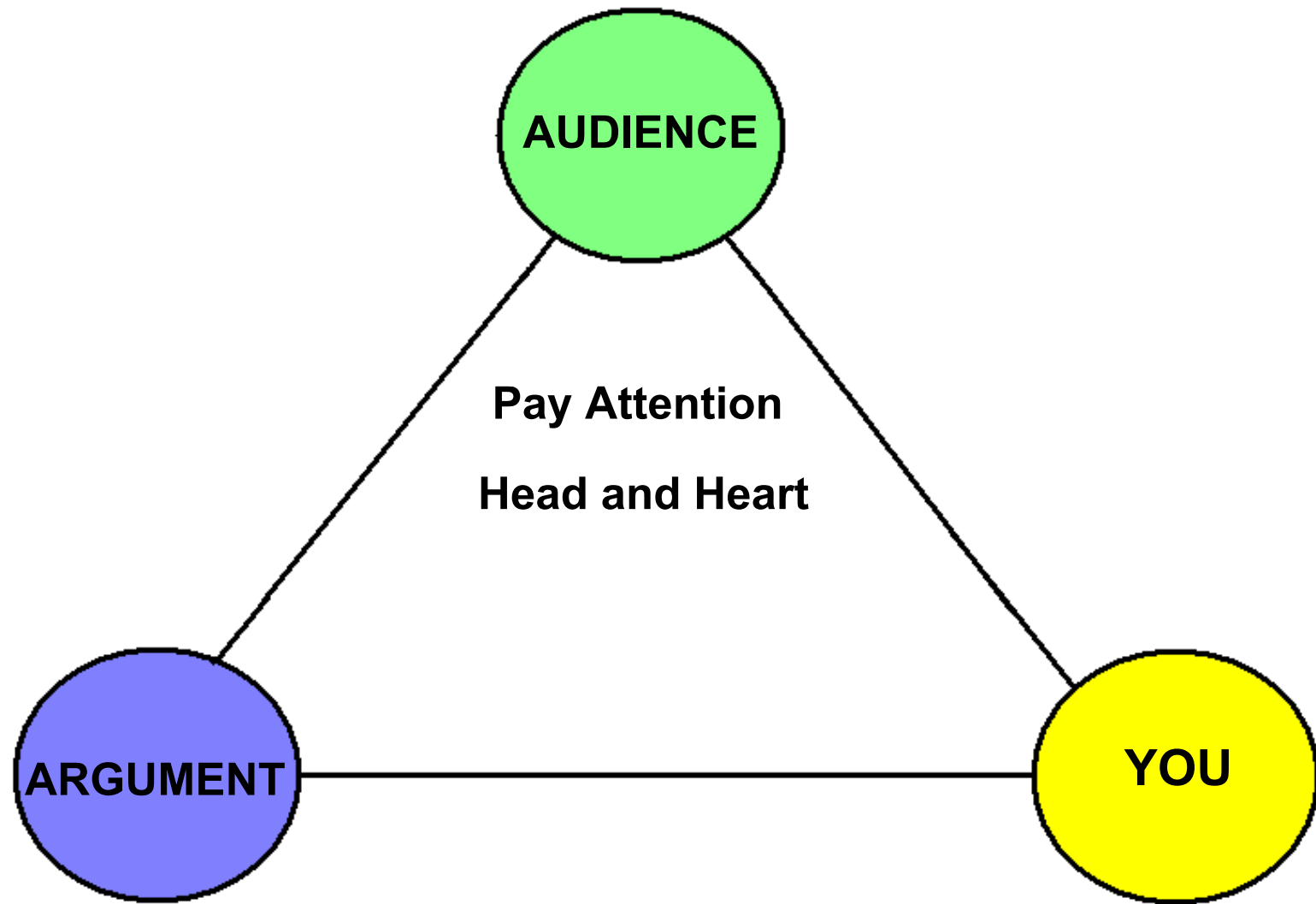
Benjamin Franklin



Exercise 1: Building Rapport

- 1. Pick a partner.**
- 2. Actively ask and listen.**
- 3. Find 3-4 common interests.**

Time Limit: Three minutes



***“Those that will not hear
must be made to feel.”***

German Proverb

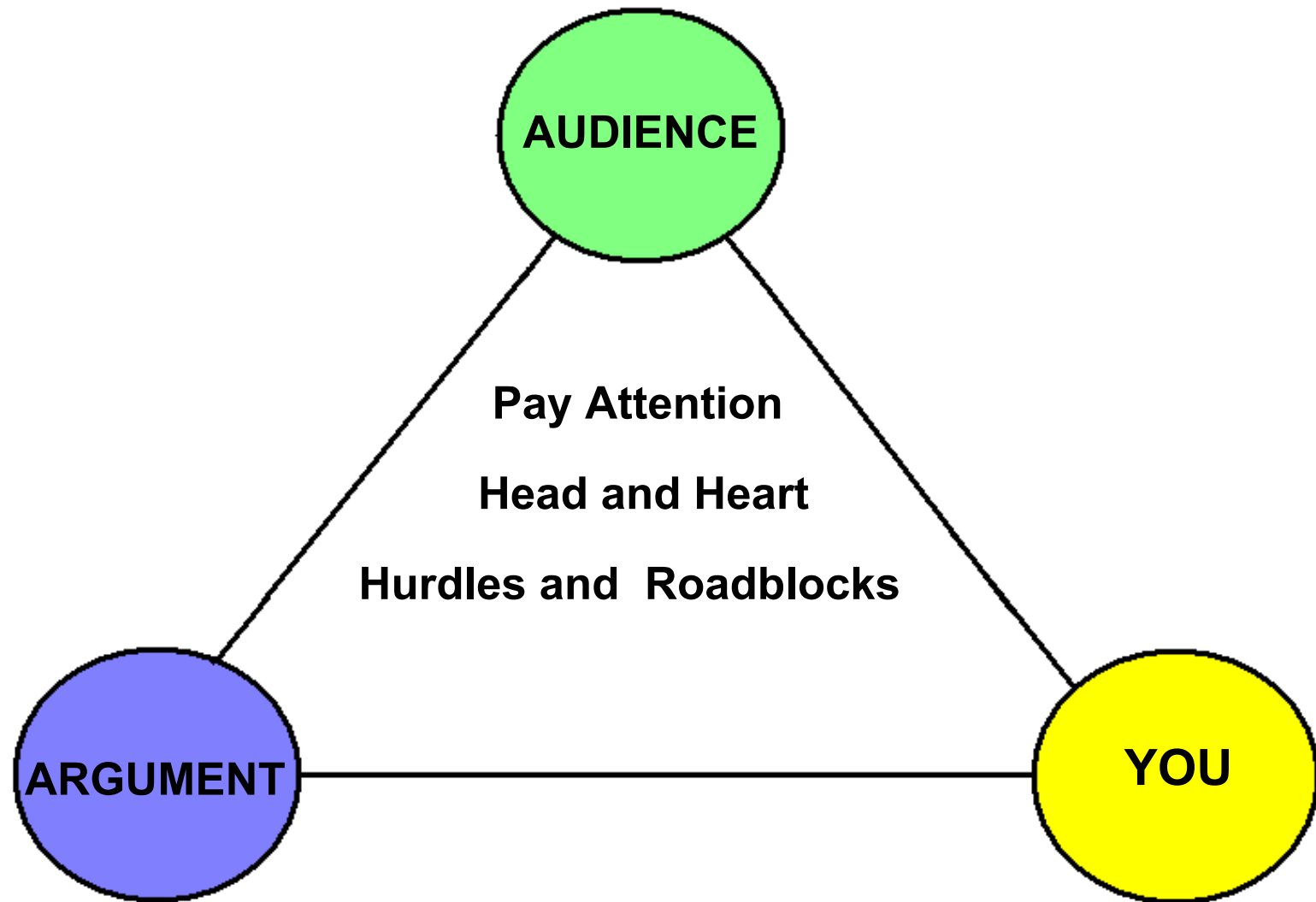
***“The mind is no match
with the heart in persuasion.”***

Everett Dirksen

Exercise 2: Build an Argument

- 1. Same partner.**
- 2. Target the head and the heart.**
- 3. List 3 ways for each.**

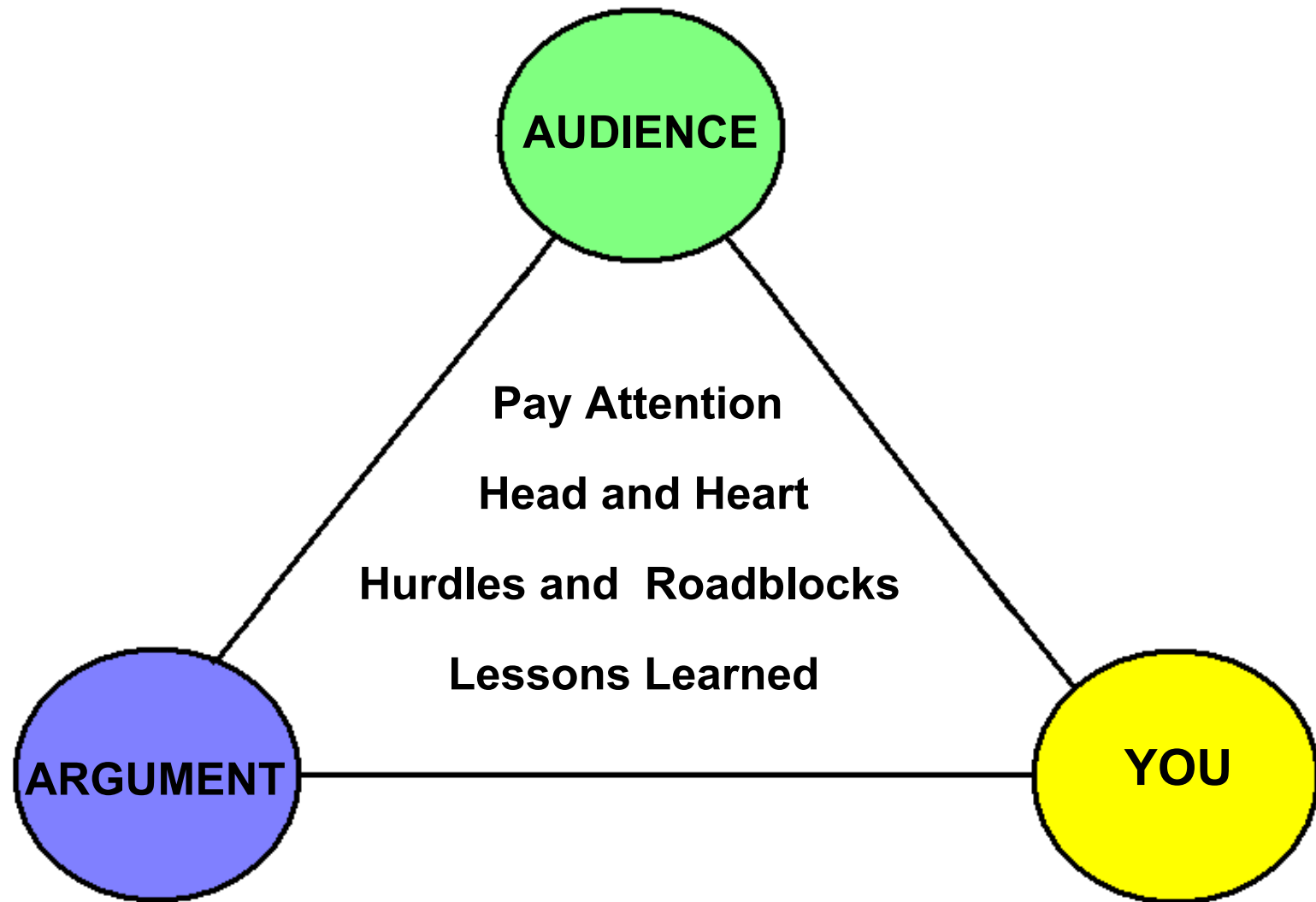
Time Limit: Four minutes



Exercise 3: Counter-Resistance

- 1. Same partner.**
- 2. Identify 3 potential objections.**
- 3. Prepare your response.**

Time Limit: Four minutes



***“To sit back
and let fate play its hand out,
and never influence it
is not the way
man was meant to operate.”***

John Glenn

Exercise 4: WIIFM

- 1. Same teams.**
- 2. Apply what you learned here.**
- 3. Persuade me.**

Time Limit: 1 minute max

**Please direct any questions
about this presentation
to Craig Keyworth
at
craig_keyworth@adp.com**

