

Persuasive communication



Persuasive Communication and Effective Negotiations Introduction In business the most vital skill is communication. In a setting where ideas are the business, it is imperative to be able to communicate those ideas effectively. The most important part of communication is the persuasive message. Communication is defined as a process by which we give and express meaning in an effort to create shared understanding. This process requires a huge range of skills in intrapersonal and interpersonal processing, speaking, listening, questioning, analyzing, observing, and evaluating

Use of these processes is developmental and transfers to all areas of life: home, school, community, work, and beyond. It is through communication that teamwork and cooperation occur. What is Persuasive Communication? Communication that is persuasive is directed toward changing or altering another person's beliefs, attitudes, and, ultimately behaviors[2]. Generally speaking, attitudes of a listening audience are composed of three components; cognitive, affective, and behavioral. Cognitive attitudes are the way the audience or listener perceives information.

The affective attitude is what the audience is feeling, like or dislike, toward the information. And the behavioral attitude is how the audience reacts to the given information. Persuasive communication allows for the opportunity for positive change through the successful conveyance of a good idea.

Persuasive communication opens up options, and has the possibility to connect people at a different level. And persuasive communication allows us to communicate our beliefs, while convincing others of our goals. Persuasive Communication Comprises of Four Distinct and Necessary Steps 1. Establish your credibility

Credibility comes from know-how and relationships. People are measured for high levels of expertise if they have a history of good judgment or have proven they are knowledgeable as well as informed about their proposals. They have established over time that they listen and work in the best interests of others. 2. Structure your goals in a way that identifies common ground with those you intend to persuade. It is processes of identifying benefits to the people you are trying to persuade. If no shared advantages are readily apparent, it is better to adjust your position until you find a shared advantage.

The best persuaders closely study the issues that matter to their colleagues. They use meetings, conversations, and other forms of channels of communication to collect essential information. They test their ideas with trusted contacts and question the people they will later be persuading. Often this causes them to change or compromise their own plans before they even start persuading. It is through this attentive, curious approach they develop frames that appeal to their audience. 3. Reinforce your positions using dramatic language and convincing evidence.

Persuasive people supplement data with examples, metaphors, analogies and stories, to make their positions. Dramatic word pictures lend a compelling and quality to the persuader's point of view. 4. Connect emotionally with your audience. Although we like to believe decision-makers use reason to make their own decisions, we will always find emotions at plays key role in making choices. Good persuaders are aware of emotions and are open to them in two important ways. Firstly, they show their own emotional dedication to the position they are advocating.

Secondly, they have an accurate and strong sense of their audience's emotional state, and they alter their tone and the intensity of their opinion accordingly. Avoid the four big errors of persuasion

1. Attempting to make your case with an up-front hard sell. Setting out a tough position at the outset actually gives potential opponents something to fight against. It's far better not to give opponents a clear target at the start.
2. Resisting compromise. People see compromise as surrender, but compromise is essential to persuasion.

Before people buy into a suggestion they want to see that the persuader is flexible enough to respond to their concerns. Compromises can often become better, more sustainable, shared solutions.

3. Thinking the secret of persuasion lies in presenting great arguments. Great arguments matter, but they are only one part. Other factors matter just as much, such as credibility and their ability to create an equally beneficial position for themselves and their audience, (a win win situation), to connect on the correct emotional level and to communicate through words that makes arguments come alive.

. Assuming persuasion is a one-time effort. Persuasion is a process. Common solutions are rarely reached on the first try. Effective Negotiations

Effective negotiations are a method of working a compromise or agreement in which the parties to the negotiations try to achieve their goals in reasonable and practical manner through the process of give and take using effective communication. Negotiation is a central activity of our lives.

Knowingly or unknowingly we negotiate every day, with our colleagues, and bosses, family members, friends, strangers, and some times even with ourselves. We use negotiation to realize our expectations, to achieve goals,

work out a problem or simply to avoid trouble. Sometimes we negotiate to assist others in resolving their problems. Negotiation is a problem solving process or decision making involving parties who are in a disagreement with opposing concerns, interest, values, and the resolution would seem to support the interests of one at the cost of the other.

In simple terms, negotiation is a method of working out an agreement in which the parties of the negotiation try to reach a mutual goal in a rational and practical way through a process of give and take. Negotiation is a balancing act in which emotions need to be controlled and expectations need to be lowered and the final agreement must be acceptable to all the parties concerned. To be a successful negotiator, you have to develop a good combination of qualities and skills, which together will ensure your success as a negotiator.