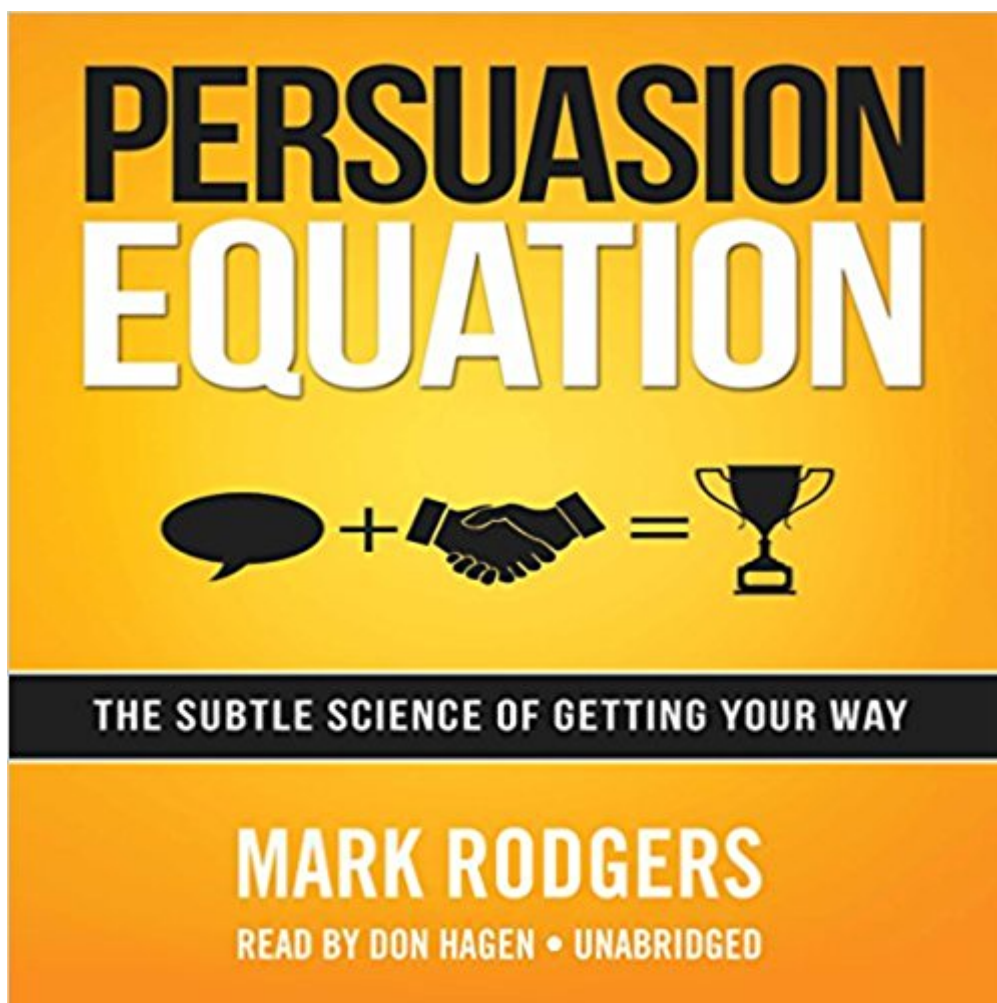




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# Persuasion Equation: The Subtle Science Of Getting Your Way



## Synopsis

How do you get people to see things your way? Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, the ability to persuade those around you is absolutely essential to success. Merging research and real-world application, this insightful guide introduces listeners to the persuasion equation-- a powerful combination of factors proven to speed agreement. Listeners will learn how to use language strategically, perfect the persuasion process, and so much more. From crafting compelling emails to convincing a colleague to nail the big presentation, Persuasion Equation is your personal recipe for success.

## Book Information

Audio CD: 1 pages

Publisher: Gildan Audio and Blackstone Audio; Unabridged edition (July 14, 2015)

Language: English

ISBN-10: 1469061600

ISBN-13: 978-1469061603

Product Dimensions: 5.2 x 0.7 x 5.8 inches

Shipping Weight: 4 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 14 customer reviews

Best Sellers Rank: #1,135,126 in Books (See Top 100 in Books) #70 in [Books > Books on CD](#)  
[> Business > Sales](#) #93 in [Books > Books on CD > Business > Personal Finance](#) #181  
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## Customer Reviews

“Persuasion expert Mark Rodgers | He shares his knowledge on how persuasion works and teaches you how to persuade others, one “nudge” or step at a time. getAbstract recommends this potent treatise to salespeople, entrepreneurs and anyone seeking to become more persuasive..” --getAbstract “Rodgers excels at making a complex topic truly accessible, resulting in a valuable tutorial on getting to “yes” in the corporate world.” --Publishers Weekly --This text refers to the Paperback edition.

How do you get people to see things your way? Whether you're trying to secure a promotion, make a sale, or rally support for a new idea, the ability to persuade those around you is absolutely essential to success. Merging research and real-world application, this insightful guide reveals what really drives decisions and introduces readers to the persuasion equation-- a powerful

combination of factors proven to speed agreement. Readers will discover the surprising reasons people say "yes" and learn how to:   Radiate an aura of expertise   Win trust and leverage credibility   Build a business case that appeals to both heart and mind   Adapt for personality, gender, and generational differences   Use language strategically   Perfect the five-step persuasion process   Generate group buy-in   Master organizational politics   And more   From crafting compelling emails to convincing a colleague to nailing the big presentation, Persuasion Equation is your personal recipe for success.

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good book

I'm still reading but I have lived every bit of it. Combination of business, psychology, and communication principles to help you become a better persuader and communicator.

Very powerful

Excellent read.

Great book!

When I read Mark's request at the beginning of Persuasion Equation that if we only have space on our bookshelf for only one book on persuasion, let it be this one, I found myself intrigued enough to consider the question and to ask "what would it take to knock that other book off my bookshelf because I do not have much room there?" Not a bad way to start a persuasion discussion. Now in fairness and with Mark's recommendation for honesty in persuasion transactions, I do want to acknowledge that I've known Mark in a professional capacity for several years and have the utmost professional and personal respect for him. He's a smart guy, works really hard, is funny as anyone, is highly successful and is one of the most genuine and sincere people I know. So when he says that these are ideas on how to become more persuasive, my ears go up and so do my expectations. He did not disappoint. Almost from the beginning I can see immediate actions I'll be taking as a result of the book. By the way, I usually denote sections of a book by writing notes on the opening blank pages, dog earing sections and underlining relevant text. My book already looks like it would qualify for the "fairly good" category in the used book department given all the markings I've made

for future reference. This is a workingman's guide to persuasion. It's filled with the all theory and science that validates his arguments, but the practical tools of persuasion are found on every page. For example, everyone knows that a solid business case is required to win the hearts and minds of data driven CFOs and the such, but rarely do we see information on how to frame that kind of information. Mark's chapter on that material not only provides the quantitative equations for ROI, NPV and IRR but also shows us how to tug at the heart of an argument since "logic gets people to think, but emotions get them to act." Rodgers repeats this important kind of information in the chapter on Power Language by discussing the basics or how figure skating relates to persuasion by reminding us in a powerful way how the tools of basic English grammar can be used to maximize impact of what we want to communicate to others. I'm finding most everything I need to build my persuasion muscle, even a work plan that will help me develop my skills in an orderly basis and I'll be thinking of the ideas in this book the next time I get ready to go out and talk with a new customer. And if I need help afterwards, I'll know where it is since it's the only book on persuasion in my office

Amazing how Mark takes a subject one may say "yeh yeh yeh I know all about this" and present it in a way one will say "Oh I see how I can do this better now!" Each chapter identifies important communication skills. At the end of the book you will know how to communicate the value of what you have to say with greater efficiency. I personally liked Chapter 6 Power Language tools. Mark gives the reader an opportunity to identify different ways they can become comfortable with delivering their message. I liked the visual Chiasmi gives. Mark's Power Play: "It's one thing to have the insurance and not need it. It's a completely different situation to need it and not have it." I also liked how after reading chapters 1-7 he presents the opportunity to evaluate your persuasion IQ. Even if you're not in business effective persuasion is a rewarding skill. Who doesn't like persuading others to see the value in your beliefs, product and ideas! Thanks Mark!

Mark Rodgers knows how to persuade. He's extensively studied the topic, looking at the research from every angle, and marrying the research with his own experience as an expert persuader. Here are a few gems from Rodgers' book:- Triads work (give three reasons; four or more reasons causes skepticism)- The reasons to buy/agree/believe/buy-in should be: Boldly framed; Results oriented; and Customer focused- Be convinced to be convincing- Give a lot and take a lot - "This is what long term partners do for each other"- Use two word questions followed by a pause: How's business?

Competition tough? What's cool? Timing issues?- People like reasons to do what they do, even if the reason is not particularly sound. Use phrases like "What this means for you is..." or "this will be powerful for you because..." - People are more persuaded by downside/scarcity/"what they stand to lose" than they are by upside. Use words like forfeit, surrender, lose and give up- Validate your customer's point of view with phrases like "excellent choice", "fascinating point" etc.- Establish trust by leading with your weakness "We're expensive but worth it"- People like experts, and they want you to be an expert, so use language that makes you an expert "I recommend/advise/suggest".- To overcome objections, use "feel, felt, found". "I know how you feel, and I've felt that way myself, and here's what I've found: there's three good reasons to launch this project now...."Rodgers writes in an easy to read, engaging style, with lots of stories that any reader can relate to. Get this book to learn how to persuade your customers, coworkers, business partners, adversaries and kids - you won't regret it!

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