



# The Art and Science of Influence and Persuasion: Sales or Manipulation?

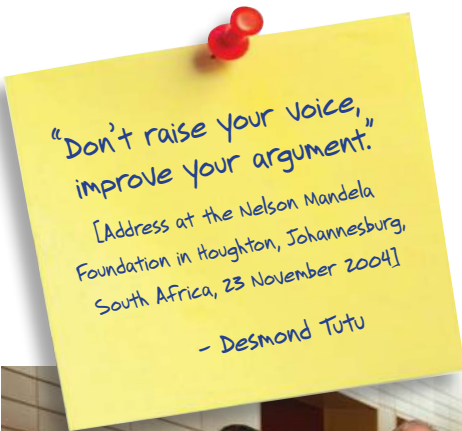
**Influence.**  
**Persuasion.**  
**Manipulation.**  
**Coercion.**

All four are ways leaders get people to do things for them. And, all four ways work. But, not in the same way.

**Influence**, by definition, is when you motivate someone to take an action that helps them and is in their own best interests and in the best interest of the team. A leadership that ranks high on Influence is often the source of

inspiration and motivation for someone by just being who they are. High Influencers are those whose altruistic aspirations proactively reach others without intrusion. People are influenced by observation, evaluation and inspiration.

**Persuaders** operate a bit differently. They are proactively communicating with a goal. They, too, want to motivate people to take an action that helps the team and the company, but their focus is more specific and not as altruistic as an Influencer. Research shows that highly successful leaders score very high on persuasion and are intentional in moving people to embrace their point of view or opinion of an issue or initiative. Persuaders are generally held in high regard due to the tremendous productivity they are able to generate from their work teams



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due to their highly skilled persuasive tactical approach.

**Manipulators**, on the other hand, are those leaders who motivate someone to take an action that is not necessarily for their benefit. Manipulators have little regard for people and tend to see them as a transaction, or as a tool to get something done. Generally, a manipulative leader does not generate loyalty or longevity in employees.

**Coercion** is the most disturbing and destructive leadership style because it completely violates the human side of the workforce and creates a demanding environment where the team members have no voice and are often threatened or punished as a platform for the leader's power. These companies tend to have high turnover and low employee engagement.

"To be persuasive  
we must be believable;  
to be believable  
we must be credible;  
to be credible  
we must be truthful."  
- Edward R. Murrow

Why should you care about Influence, Persuasion, Manipulation and Coercion?

Your success as a leader depends on your ability to get things done through the efforts of other people. The larger and more complex the organization, the greater your influence and persuasion skills need to be.

You must be able to convince others to take action, be productive, meet goals and make progress on your behalf and for the survival and success of the company.

Your persuasive power is comprised of many elements including your specific word choices, your body language, your visual impression, the tonal quality of your voice and your ability to master the power of observation.

Steve Jobs was known as a master of observation. From Walter Isaacson's book, *Steve Jobs*: "Steve's head dropped and he stared at his feet. After a weighty, uncomfortable pause, he issued a challenge that would haunt me for days. Do you want to spend the rest of your life selling sugared water, or do you want a chance to change the world?" Sculley felt as if he had been punched in the

## Dr. Robert Cialdini's Six Principles of Persuasion

### #1 Reciprocity



#### The Reciprocity Principle:

In many social situations, we pay back what we received from others.

### #2 Commitment & Consistency



#### The Commitment & Consistency Principle:

We tend to stick with whatever we've already chosen.

### #3 Social Proof



#### The Social Proof Principle:

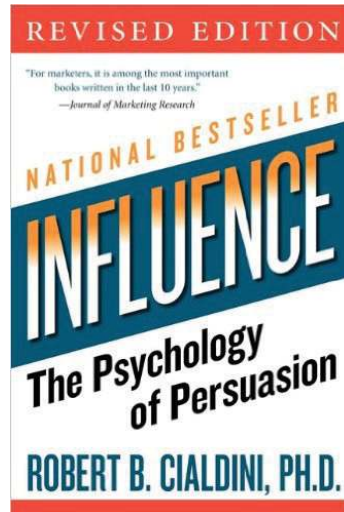
We tend to have more trust in things that are popular or endorsed by people that we trust.



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stomach. There was no response possible other than to acquiesce.” He had an uncanny ability to always get what he wanted, to size up a person and know exactly what to say to reach a person,” Sculley recalled.”

Persuasion is both science and art and the master of Influence and Persuasion is Dr. Robert Cialdini. His decades of research have resulted in his best-selling book *Influence, the Psychology of Persuasion*. In this classic study of Persuasion, Dr. Cialdini writes about what moves people to change their



behavior when influenced by someone else. His six Principles of Influence and Persuasion will teach you how to become a master at persuasion and how to spot when you are the target of someone else’s persuasive agenda.

[Click here for a copy of Dr. Cialdini’s best seller.](#)

“Persuasion skills exert a far greater influence over others’ behaviors than formal power structures do.”  
- Robert Cialdini

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## Dr. Robert Cialdini’s Six Principles of Persuasion

### #4 Liking



#### The Liking Principle:

We are more likely to comply with requests made by people we like.

### #5 Authority



#### The Authority Principle:

We follow people who look like they know what they’re doing.

### #6 Scarcity



#### The Scarcity Principle:

We are always drawn to things that are exclusive and hard to come by.