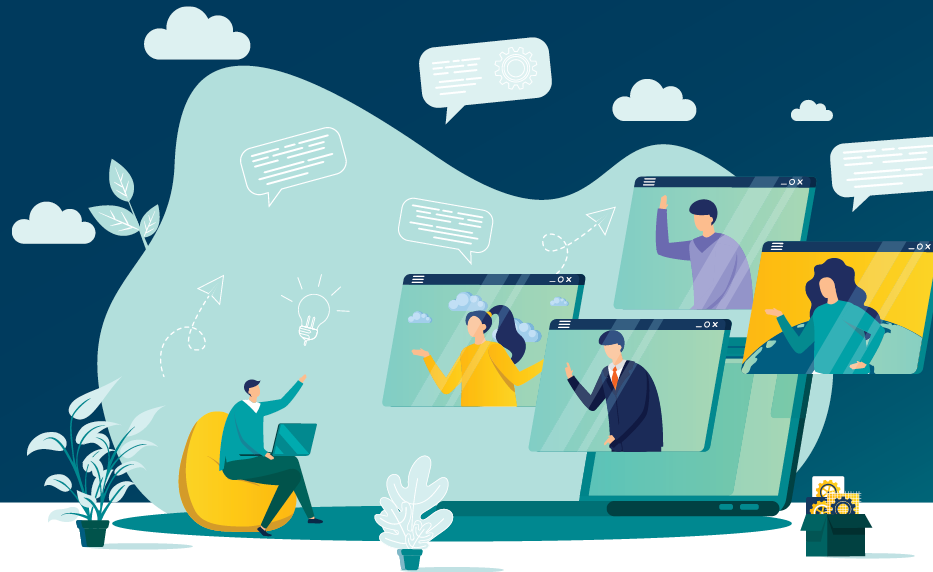


SYMMETRY®

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Mastering the Art of Persuasion



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Presented by:

William Chettle Director of Experience & Engagement

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Body Language

| | Competent | Incompetent |
|------|--|--|
| Warm | <p>Warm/Competent <i>admire</i></p> | <p>Warm/Incompetent <i>pity</i></p> |
| Cold | <p>Cold/Competent <i>envy</i></p> | <p>Cold/incompetent <i>contempt</i></p> |

Source: *Harvard Magazine*, November 2010

Building Rapport

- If you **agree**: “agree and add”
- If you **disagree**: “Agree, add and affirm”
- Make sure everyone is comfortable

Empathetic Model of Social Interaction

Grounded in listening, emotional identification, genuine efforts to understand the other

- **Assessment Phase**

- What we can read (body language)?
- What info do we know?
- Mirroring

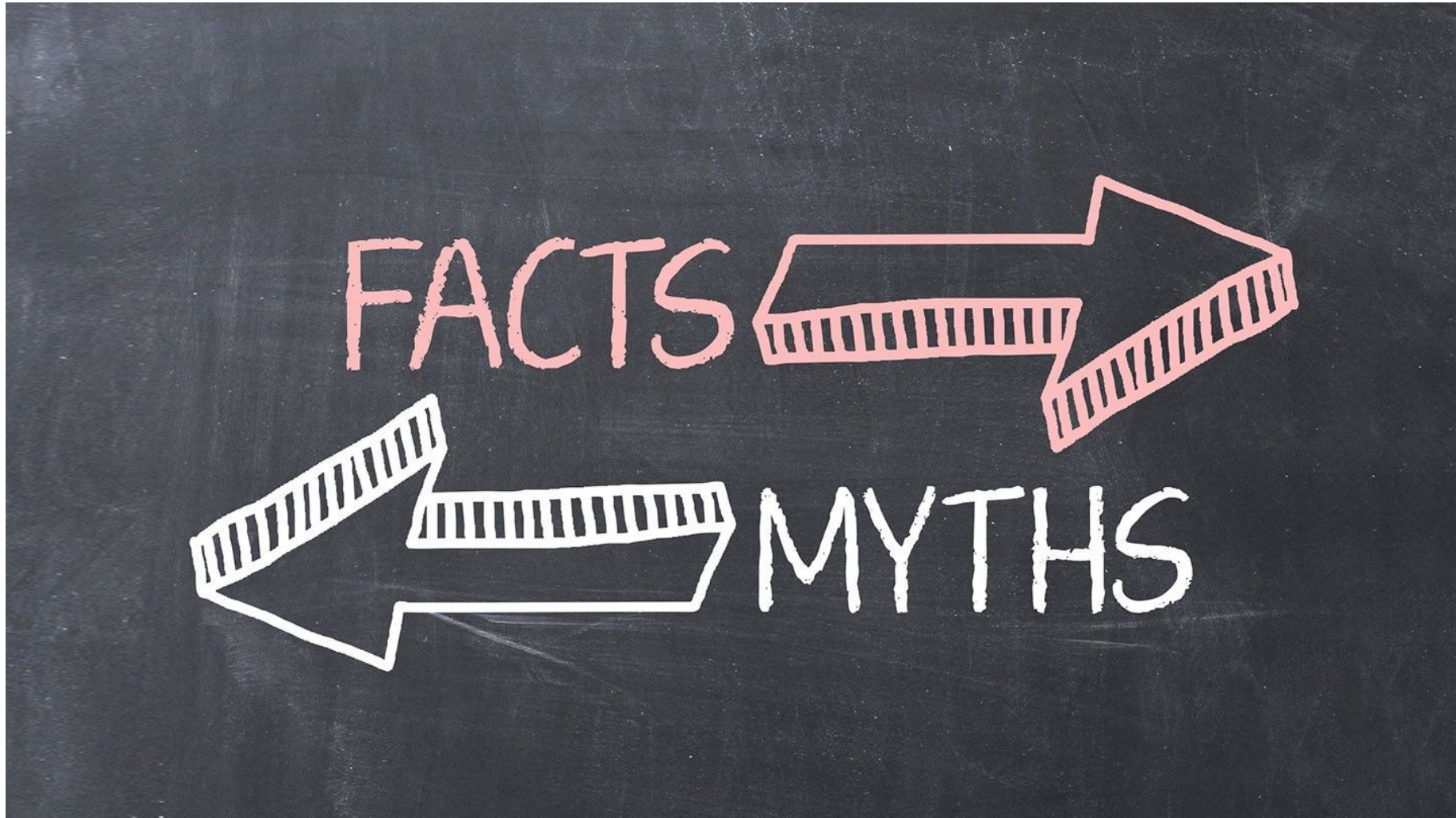
- **Engagement Phase**

- What is the best way/place to meet?

- **Transactional Phase**

- What is our shared goal?

Body Language



Body Language

What We Do Know

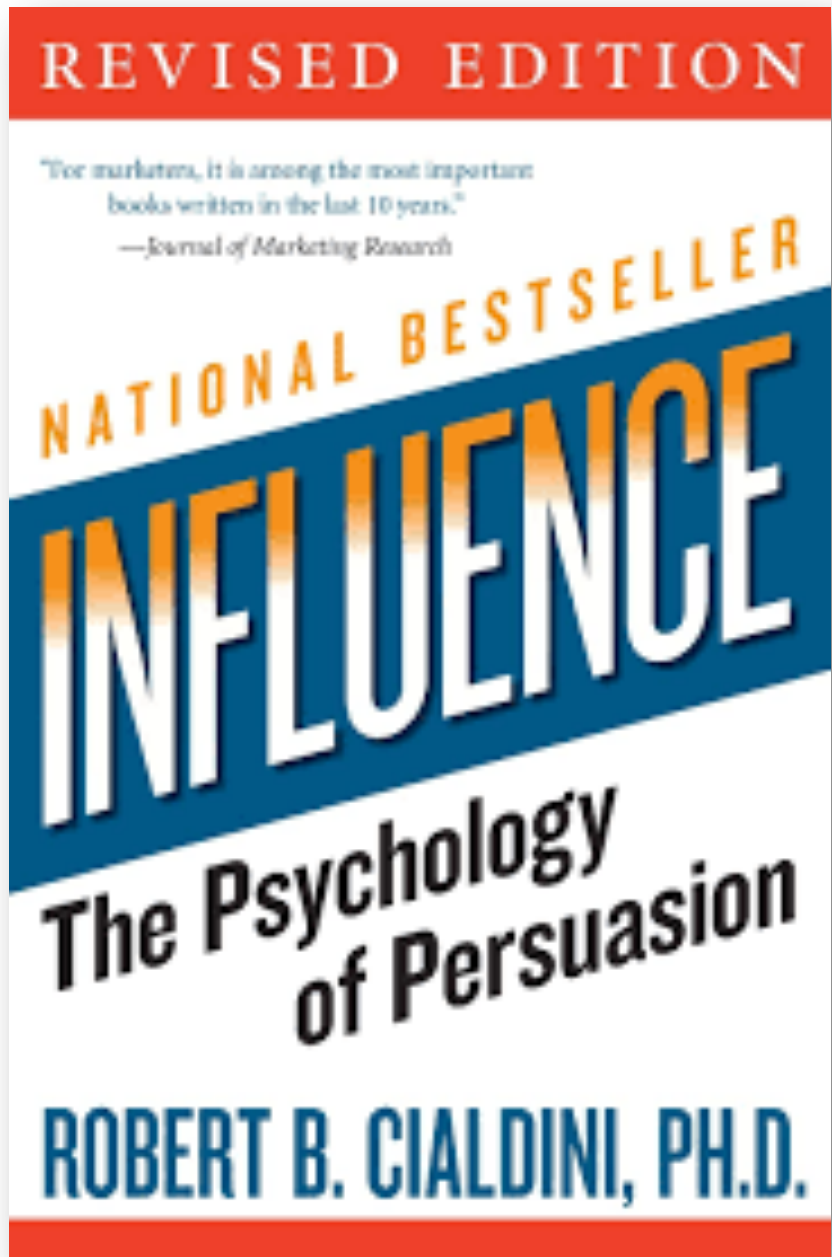
Potentially Negative Indicators

- Ventral fronting, ventral denial
- Feet don't lie
- Eyes don't lie
- Squinted eyes
- Touching the neck
- Rubbing the chest

Potentially Positive Indicators

- Arched eyebrows
- Tilted head

The 8 Principles of Persuasion



SYMMETRY®

<reciprocity>







AUTHORITY



Proof



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Thank You



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