



# Powers of. Persuasion

We finally know definitively that the brain is hard-wired to take mental shortcuts whenever we make decisions.

Internal mechanisms - help us quickly assimilate information and take the right next step.

Those who understand how these mechanisms work have enormous power to help others make easy, quick decisions.

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# Persuasion

## The 7 Powers of Persuasion

### **The Friendship Trigger**

*Trust, friendship and common bonds are a key trigger.*

### **The Authority Trigger**

*By effectively showing credibility, knowledge, and authority, you reduce the risk inherent in most decisions.*

### **The Consistency Trigger**

*We are slaves to consistency. When we learn with others are consistent with, we can frame our request accordingly.*

### **The Reciprocity Trigger**

*This is the well documented, universal psychological requirement for quid pro quo.*

### **The Contrast Trigger**

*In the real world of the brain, objective values simply don't matter-perceptions rule.*

### **The Reason Why Trigger**

*Scientific studies create and validate the Reason Why Trigger. Ask without a reason, get turned down. Provide a reason for acting, and you persuade compliance.*

### **The Hope Trigger**

*Hope is the strongest motivator of all human activity.*

**This course presents the elements of each trigger, shows how to activate each trigger, how to apply individual triggers and trigger combinations.**

**We provide a process for determining which triggers will be most easily activated in each persuasion encounter.**