

## *Influencing – the basic tactics*

- Know your objective
- Be liked – otherwise you have no chance!
- Ask questions and listen: understand their point of view
- Never attack or criticise them as a person  
– make them feel important instead
- Question their position to weaken it
- Realise that personalities may be different
- Find out ‘What’s in it for them’ - focus totally on understanding them: find out what they want, why they want it, what excites them, what will make them change their mind or make the decision that you are looking for. Involve them in solving the problem
- Propose your idea using “Which means...”
- Use feelings as well as facts
- What objections do you expect them to come up with, and how will you handle these?
- Objections: peel the onion, then feel-felt-found
- Go for an easy first step, for example a trial

