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## Strategies to Influence & Persuade

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Award-Winning Business Communication Pro Speaker  
CEO of SMB Strategic Media LLC

**PPAI EXPO** 2020



**About Shakira M. Brown**

Professional Speaker/Corporate Facilitator on Effective Communication Leadership Development, Branding, Marketing and Innovation

Founder & CEO of SMB Strategic Media LLC ([www.pradviser.net](http://www.pradviser.net)), which helps businesses clarify their message via strategic brand messaging

Former NYC Network TV News Producer (MSNBC, ABC, CBS)

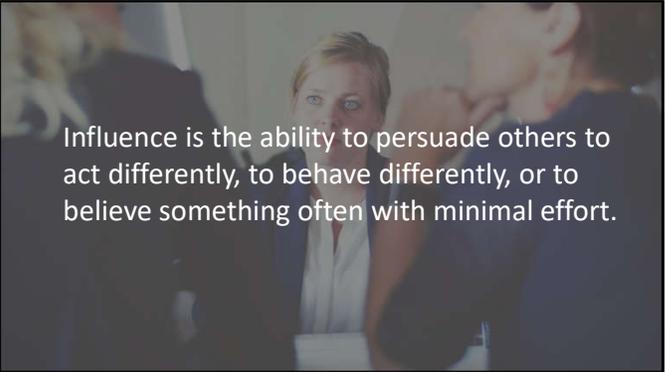
Host, **Moment Masters Show Podcast** on iTunes/Apple Podcasts, Spotify, and Google Podcasts, among others

Shakira M. Brown  
Award-winning Branding & Communications Strategist



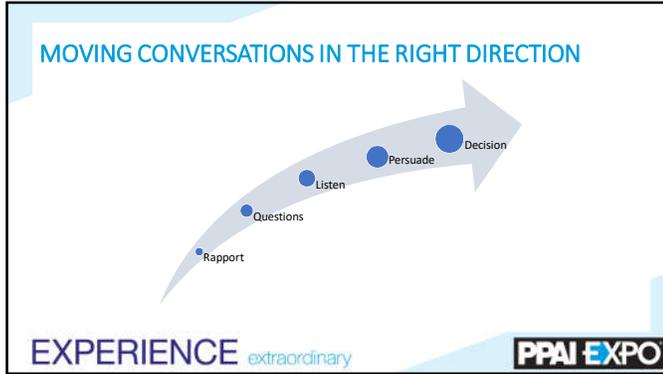
### Learning Objectives

- Honing Your Influence through Personal Branding
- Establishing Credibility through Rapport
- The Value of Listening More
- Techniques for Getting Influential & Persuasive Conversations Underway



Influence is the ability to persuade others to act differently, to behave differently, or to believe something often with minimal effort.





## Understanding Today's Influencer Phenomenon

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Instagram SHE'S EVERYWHERE

Kylie Jenner was named the world's youngest self-made billionaire at 21 years old in March 2019, mostly attributed to Kylie Cosmetics.

Image: Screenshot Instagram @kylie

### SOCIAL MEDIA VLOGGER INFLUENCER

James Charles

Makeup/Lifestyle Influencer

- Started makeup YouTube Channel at age 16
- One year later made an EPIC move and retook high school senior photo with OWN LIGHTING and posted to Twitter
- One month after posting pic - became CoverGirl's first male spokesmodel
- Now an international beauty influencer

2016

CATCH PHRASE "HI SISTERS..."

OCTOBER 2019

James Charles  
Makeup/  
Lifestyle  
influencer

Kylie...again!

2019  
Net  
Worth  
\$12M+

Sells personal  
branded merch  
@jamescharles

JAMES' MOST VALUABLE COMMODITY IS INFLUENCE

Twitter 4.5 M Followers  
Instagram 15.9M Followers  
YouTube 16.3M Followers

\*SOURCE: CELEBRITYNETWORTH.COM  
Image: Screenshot from James Charles' YouTube Channel

SHE'S EVERYWHERE  
...TOLD YOU

KYLIE JUST SOLD 51%  
FOR \$600M ON  
ATTENTION ARBITRAGE

ATTENTION IS THE ASSET

garyvee • Following

garyvee • Kylie just sold 51% for \$600m on attention arbitrage

Attention of the end consumer is the ambition! Whether you entertain them or educate them or just love them back, building a real relationship with your audience is the ambition of every human or business trying to achieve something! Whether you are @jamescharles or @kyliejenner this needs to be the strategy.

wolfpack\_media Well said sir

beezus\_hchrist\_ The only

1,137,598 views

0:47 / 1:09

Add a comment... Post

**GARY VAYNERCHUK**  
Social Media Influencer

Entrepreneur, CEO of [@Vaynermedia](#) [@VaynerSports/](#) [@Empathywines](#)

Twitter 2.5M Followers  
YouTube 2.3M Followers  
Instagram 7.2M Followers

Image: Screenshot Instagram @GaryVee

Attention of the end consumer is the ambition! Whether you entertain them or educate them or just love them back, building a real relationship with your audience is the ambition of every human or business trying to achieve something! ...this needs to be the strategy.

Gary Vayerchuk – Slide Instagram post

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- Influence and Persuasion relies on **communication skills**
- We can gain more of what we want and send stronger messages when we do so **confidently**
- **Confidence** allows you to establish **credibility** with your audience

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## Importance of a Personal Brand



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## YOUR PERSONAL BRAND IS THE CENTERPIECE OF INFLUENCE

- Companies brand themselves to create an **image**
- We create a personal image for the same reason; to build a brand centered on ourselves that **leads people to think of us**
- Have you thought about the **impact** you can be having when you interact with colleagues, clients and prospects?

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## ELEMENTS OF YOUR PERSONAL BRAND INCLUDE...

- ✓ Body language
- ✓ Communication skills
- ✓ Credibility
- ✓ Image/appearance
- ✓ Managing difficult situations
- ✓ Social media presence



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## 7 THINGS PEOPLE DETERMINE FROM YOUR APPEARANCE



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## IMPORTANCE OF A PERSONAL BRAND

- What **do you want people to think of** when you interact with them?
- Is there something you do that makes you or your work stand out in other people's minds?
- Whatever the **stand-out factor** is, it becomes part of your personal brand.

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## Honing Your Influence



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Great salespeople are influential because they **care** about their prospects, their clients, and their own team members. The act of caring creates trust; trust is the foundation of influence.

Anthony Iannarino, Author & Sales Coach  
The Sales Blog, "Influence: The Ability to Persuade Others" 02/06/2010

## INFLUENCE

- Influence is "in the eye of the beholder"
- Influence by its mere presence "engages" people
- Influence does NOT require "sacrifice" on the part of the influenced
- Allows "two way" interaction

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### BUILDING CREDIBILITY

- Your ideas
- You as a person

**Trust + Expertise = Credibility**

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### PUMPING UP YOUR EXPERTISE



- Believe that YOU are the Expert
- Research your ideas
- Get first-hand experience
- Cite trusted sources
- Master what you do and/sell
- Don't hide your credentials
- Team up with credible allies

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### WAYS TO PRESENT YOURSELF AS CREDIBLE

- Thought leadership
- Be an advisor
- Be responsive
- Demonstrate confidence
- Be consistent
- Be detailed oriented
- Solve problems
- Offer high quality everything



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BY PRESENTING YOURSELF AS CREDIBLE  
YOU ARE EFFECTIVELY **BUILDING A RAPPORT**

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Rapport means showing someone that you **understand, respect, and support** them. This **doesn't mean that you have to agree** with everything that they say.

It is the presence of a **cooperative relationship** based on mutual understanding, trust and honesty.

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## TECHNIQUES FOR RAPPORT BUILDING



- Find common ground
- Use direct language
- Use factual descriptions and relevant details
- Show genuine interest
- Body language says it all

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## REMEMBER ...

- If you want to build your credibility, you have to first be **credible to yourself**
- **Exude Confidence:** Proper body language and tone of voice will tell them that you believe in what you are "selling"
- Cultivating a **rapport** goes a long way to establishing your authority long term

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## Creating Positive Relationships

To influence and persuade you must consistently cultivate positive relationships

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### CIALDINI'S 6 PRINCIPLES OF INFLUENCE

- Reciprocity
- Consistency and commitment
- Social proof
- Authority
- Liking
- Scarcity

Robert B. Cialdini, *Influence: The Psychology of Persuasion* (revised; New York: Quill, 1993)

### RECIPROCITY

- Giving back one thing when we are given something else
- Example – sending thank-you notes after receiving a gift
- Sending sample promotional items to clients/prospects before purchase
- People are often more receptive to your idea or offer when you GIVE them something



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### CONSISTENCY & COMMITMENT

- Sticking with it: After decisions are made - actions support the choice made even when we are faced with the knowledge that a better choice might have been a good idea

Example:

- Apple is consistent & committed to delivering new products annually
- They want to keep up with what is new and they want to use current, leading edge products that meet consumer needs & wants

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**SOCIAL PROOF**

- “Most Popular”
- “Best-Selling”
- “Physician Approved”
- “Fan Favorite”
- Testimonials

Picture: Instagram: @kyliejenner/@kyliecosmetics

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**AUTHORITY**

- People respond to it with deep seated appreciation
- The label however must be “established” and then “earned”
- Respect is not freely given
- Also includes the “inanimate”

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**THREE ELEMENTS OF AUTHORITY**

- Titles
- Clothes / Appearance
- Trappings



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**LIKING**

- We connect with those who are similar to us
- We interact with those who treat us with respect
- We associate with people who will reflect well on us
- We are also drawn to physical appearance and demeanor

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## SCARCITY

- Drives people's need to have things
- "Limited quantity available"
- "Limited time only"
- "For Members Only" offer
- People feel a need to be among the first or few

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## NON-VERBAL BEHAVIOURS THAT ENHANCE INFLUENCE

- Making eye contact, nodding your head from time to time, and leaning into the conversation
- Verbal cues
- Questions
- Summarizing statements
- Posture
- Gestures
- Voice tone and speed
- Breathing



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## RECOGNIZING COMMUNICATION BARRIERS

- Experience
- Emotions
- Background
- Attitudes
- Culture
- Subject Knowledge
- Prejudice
- Mood
- Wording
- Education
- Noise Level
- Ambiguity
- Perceptions
- Non-Verbal Messages



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## 10 TIPS TO HELP BUILD STRONGER, POSITIVE RELATIONSHIPS



1. Speak to people
2. Smile at people
3. Call people by name
4. Be friendly and helpful
5. Be cordial
6. Be genuinely interested in people
7. Be generous with praise, cautious with criticism
8. Be considerate with the feelings of others
9. Be alert to give service
10. Practice your positive sense of humor

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## BUILDING TRUST IN RELATIONSHIPS



- Tell both sides of the story as you see it
- Deliver on your promises
- Be consistent in your values
- Encourage the exploration of ideas
- Put the best interest of others first

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## Asking Good Questions

SETTING UP YOUR CONVERSATIONS  
FOR SUCCESS

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## ASKING GOOD QUESTIONS

- Two of the most basic elements of good communication are asking questions and listening to others
- Some of us naturally ask a lot of questions, while for others this is a learned skill

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Two Types of Questions  
Closed and Open

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### CLOSED QUESTIONS

- Either "yes" or "no," or with a specific bit of data, such as your name, date of birth, or occupation
- Restrictive and gives us little opportunity to develop thoughts before answering
- Require very little effort on either person's part
- They can be used (intentionally or unintentionally) to close down a conversation
- Can lead us to make assumptions (=barriers)

### OPEN QUESTIONS



- Encourage people to talk
- These questions are phrased so they cannot be answered with a simple yes or no
- Often begin with a variation of the five W's (who, what, when, where, why), or can ask how

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### BEST USES FOR OPEN QUESTIONS



- Obtain information
- Focus conversations
- Solicit opinions
- Gain consensus

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### TYPES OF OPEN-ENDING QUESTIONS

- **Leading:** Don't you just love the way our fleece pullover feels?
- **Rhetorical:** Do I look like I care?
- **Probing:** Can you tell me more about the event you need promotional items for?



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### WHEN YOU PROBE, YOU...

- Get others involved and participating
- Get important information on the table
- Force yourself to listen
- Help improve communication on both sides of the table



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### CHECKING FOR UNDERSTANDING

- What do you think about what I just said?
- Let us summarize what we have covered so far
- Please tell me what you are thinking
- Does that make sense?
- If you were going to share this with the team, what would you say?
- What is not making sense here?



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### NEXT SECTION PRIMER: "THAT DRESS IS YOU!"



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## Listening Skills

HEARING MORE IS AN ADVANTAGE

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## HONING YOUR LISTENING SKILLS

Listening takes effort!

**Active listening** means that we try to understand things from the speaker's point of view...

- It includes letting the speaker know that we are listening and that we have understood what was said
- This is not the same as hearing, which is a physical process
- Active listening can be described as an **attitude** that leads to listening for shared understanding

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## TIPS FOR SUCCESSFUL ACTIVE LISTENING

- Listen intentionally for people's names or things they care about
- Listen with interest
- Try to get rid of your assumptions
- Listen for what is not said

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## RESPONDING TO FEELINGS

- The content (the spoken words) is one thing, but the way people feel really gives full value to the message
- Responding to a speaker's feelings adds an extra dimension to listening

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## TIPS FOR BECOMING A BETTER LISTENER

- Make a **decision** to listen
- Don't **interrupt**
- Keep your **eyes** focused on the speaker and your ears tuned to their voice
- Physically **gesture**
- Ask **questions**



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LISTENING AND HEARING ARE NOT THE SAME THING...

- When you **hear** something, sound enters your eardrum, passes through your ear canal, and registers in your brain
- **Listening** is what you do with that sound and how you interpret it



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Knowledge speaks, but **wisdom listens.**

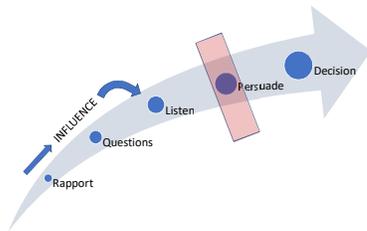
**Jimi Hendrix**  
Legend & Guitar Hero to Many

Image: Photo of Woodstock Poster - Unknown Artist - Public Domain

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MOVING CONVERSATIONS IN THE RIGHT DIRECTION



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Mastering Persuasion

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## PERSUASION

- "Presents" options
- The leverage of "influence"
- Allows dialogue
- Leads the subject to conclude that it is in their best interest to say or do something

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## HOW PERSUASION WORKS

- Brings the other person around to agreement
- Subject "takes on" your ideas and conclusions
- Subject abandons their ideas in favor of yours
- Re-evaluation of "gain vs. pain"

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## TWO METHODS OF PERSUASION



**Pushing** is about **selling**

**Pulling** is about **telling**

In **business...**

**pushing** is direct and often less considerate

**pulling** involves making a personal value connection

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## VALUE OF PUSHING & PULLING

- Both are ways of applying **influence**
- Both have a place in **persuasion**
- Pushing will help **influence** people to make a change or break habits
- People are **inclined** to when they are pulled
- Storytelling makes pulling easier

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### WHY STORYTELLING WORKS WHEN PULLING

- Humans are **wired for stories**
- **Metaphors** and **analogies** are often a part of storytelling
- Using stories can help make your point **more memorable** and **easier to understand**
- Storytelling works when it makes **something more**

One caveat... Your story **MUST** be believable!

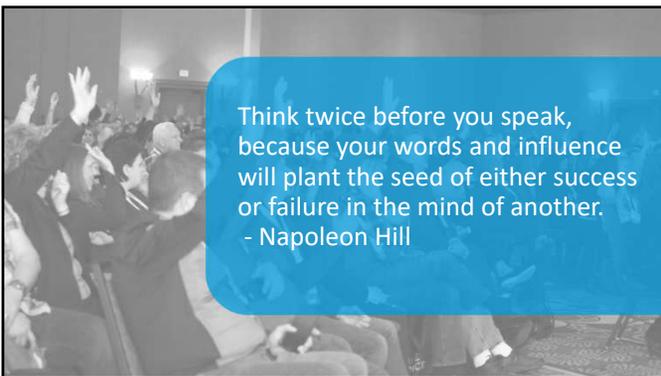
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### Using Influence & Persuasion to Drive Decision Making

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Think twice before you speak,  
because your words and influence  
will plant the seed of either success  
or failure in the mind of another.  
- Napoleon Hill

### CLEARLY UNDERSTAND YOUR AUDIENCE



- Identify decision makers, key stakeholders and influencers
- Assess your audience's likely receptivity
- Determine decision-making styles

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## DEVELOP A CONVERSATION PLAN



- **Prepare, Prepare, Prepare**
- Have a purpose
- Ensure the receiver is ready
- Apply positive intent
- Decide on an outcome

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## PLANNING FOR POWERFUL OUTCOMES

Ask yourself a few questions to help you decide how to approach the conversation:

- What reaction are you looking for?
- What do you need the listener to remember?
- What do you need the listener to do after your conversation?

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## DEVELOP YOUR OWN COMMUNICATION STYLE



- Suspend all judgments
- Consider your conversation scenarios
- Craft YOUR specific way of communicating in those situations
- Create lines of questioning based on the outcomes you want

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Let's Wrap It Up

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## KEY TAKEAWAYS

**Master communication** to gain attention

Make **personal brand** a priority

**Valuable relationships**, **asking good questions** and **listening with intent** are the building blocks of influence

Ask open questions and check of understanding

Pull with **storytelling** to persuade decision making

Customize your own **conversation plan**

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WHEN ALL ELSE FAILS...

JUST PARTNER  
WITH **KYLIE** IT  
SEEMS TO BE  
WORKING FOR  
EVERYONE ELSE!

Picture: Screenshot Instagram: @kyliejenner/@kyliecosmetics

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Let's  
Converse

Questions  
Answers

↓

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\*\*Automatically Entered Into A Raffle To Win A Bulova Watch\*\*

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**Thank You!**

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