

Must-Do Tips No 26: Persuasion Power

"I don't need to persuade anyone. The quality of what I do is self-evident"

So runs the mantra for many professional service specialists that we have met on our travels - whether they be lawyer, accountant, surveyor, or consultant. Somehow, the world (which includes clients or prospects who may not be able to experience the intangibility of what they offer) will see the light: of course, quite often they don't.

Persuasion is an art which can be learnt, and which has some underlying basic principles. This month we offer three persuasive tips that will mean most to you and your professionals.

Tip 1 - give before you get

A tough one this, in that it involves unravelling years of conditioning for professionals who have had it drummed into them that hours and minutes are ALWAYS TO BE CHARGED FOR. Most people want to return a favour, so if you give them something, they will usually want to give something back. We have heard variations on this theme from many professionals when trying to attract new clients. "For the trial piece of work, deliberately, we gave them more than we were paid for; they recognised it, liked our attitude, and they are now a significant and very profitable client - 10 years on!"

Tip 2 - see 3P...oooh!

So **that's** what it's about...**Positive Peer Pressure**. Canny managing partners and those who do business with the public sector see the power of this one. Some people (in fact, many professionals) are better convinced to do something if others are seen doing it. In the public sector, the more local authorities that you are heard to work for, the more powerful is your case. And in the private sector, if the firm's name is associated with successful industry authorities (e.g. market leaders), then you can get a double whammy.

Tip 3 - seek out common ground

People do more business with people that they feel they like. In our experience, a large part of such liking is about the amount of common ground that is established between individuals. Successful professionals know this - which is why golf, cricket, rugby etc. are such common pursuits. Sadly, many do not venture outside of these, their own obvious likes. Successful networkers know that it is possible to establish common ground **with just about anyone**. But it needs this realisation and then practice to achieve.



People Scope provides training workshop programmes for professionals who wish to improve their powers of persuasion. If you wish to know more about these for prospective clients, hit 'Reply' and type **Business Development Programmes**. For existing clients, hit 'Reply' and type **Client Care Programmes**.

For more general information about what we do, go to www.peoplescope.com.

We welcome feedback from you on what you think about "Must-Do Tips". If you like it hit 'Reply' and tell us specifically what you like. If there is a topic or issue that you would like us to cover, what is it? And if there's something that annoys, tell us too! We want to improve.

Need a stimulating contribution to your in-house publication or newsletter on Business Development, Client Relationship Management, or Professional Leadership from an expert? Call or email us and we will do our very best!

If you think someone else might be interested in receiving "Must-Do Tips" tell them about us. But if you do not wish to receive "Must-Do Tips", press 'Reply' and type 'Unsubscribe' and we will do exactly that.

Best regards.

JAMES NEWBERRY

People Scope, 6 River Court, Chartham, Canterbury CT4 7JN, United Kingdom. Telephone: 01227 730411.

This message contains information that may be privileged and confidential and is the property of People Scope. It is intended only for the person to whom it is addressed. If you are not that person, you are not authorised to read, print, retain, copy, disseminate, distribute, or use this message or any part thereof. If you receive this message in error, please notify the sender immediately and delete all copies of this message. Our computers are virus-protected on a regular and ongoing basis. We hope that you don't catch anything from us, but we can't accept any legal responsibility if you do.

Copyright People Scope 2006