

What Is Necessary to Persuade Someone Effectively?

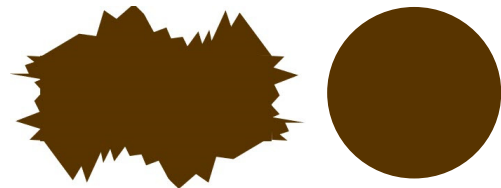
What does it take to really be persuasive?

What's necessary to communicate with someone effectively?

An Effective Type of Rapport

Yes, rapport. We all know that, but what do we mean by rapport?

Does that mean getting along just at the surface level?



For example, you may have one person they might be kind of a jagged, rough, and coarse personality. We learn to match that attitude on the surface, and that's good.

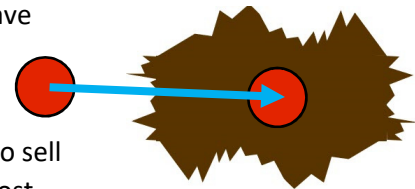
You might have another person that on the surface is smooth, round, and easy to match.

It's usually a good idea to have rapport with somebody at that level, but what really matters is that we have rapport with somebody at the *core level* where it really counts.

Rapport with Core Level Motivation

If a person wants something and we match that desire, then we'll have rapport with their *internal motive*. This is what's most important to them so that is the most important thing to match.

As an illustration, if you sell houses for a living and someone wants to sell their house then you want to match with that desire first and foremost.



Just because we are in rapport with someone on the surface doesn't mean that we're in rapport with them at the core of their intention. Just because we're nice doesn't mean that we're showing that we're really matching their desire to sell the property.

In this case, we want to demonstrate that we are competent to handle the job that they are concerned most about, the successful sale of their property.

So, when we're talking about rapport, it's wise to consider the different levels to match and mirror so that we can develop trust at the level that matters most.

The important question is, are you matching with what's important to them at a *core level*?

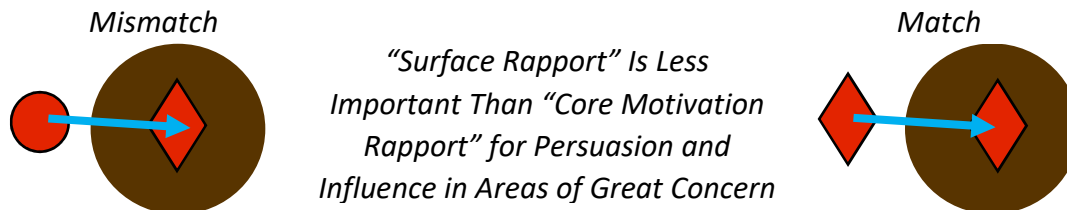
Doctors Often Focus on the Core Motivation

If you're a doctor, it might not really matter as much what's happening at the surface level with the patient. If the patient has a serious issue with their health you want to match that issue more than concern yourself with pleasantries and small talk that is focused on surface matters.

When the patient picks up that you care *and*, even more importantly, that you are competent to help them, then that's what really matters when it comes to influencing effectively.

In fact, if you only had to match one thing, pace what really matters to them in the context that you're engaged with them; Real Estate Agents – the sale or purchase of their property, Doctors – the patient's health issue, etc.

If you're using one 'style of focused attention,' in the context of something important to them, and they're using a different 'style of focused attention,' then they're going to feel uncomfortable because it's a mismatch at the level that is important to them.



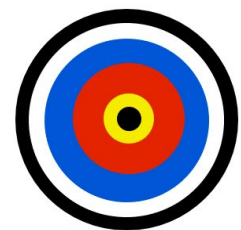
So, rapport, for the sake of influence and persuasion, is much more profound than just talking about things like, "Hey, my kids play soccer too." Or, "Hey, I like your house. This is a beautiful house. I had a house like this too."

No, we're talking way beyond that. We're talking about really matching what's important to them in the context of what you're speaking to them about.

Destination

Another thing that's needed to be very persuasive is destination. This is where we intend to go; the target that we're headed for.

If we've made up our mind and have full internal self-permission, that is, if we are decisive about where we're going and where we want to end up, and there's no conflict with this desire whatsoever, then we are going to be naturally persuasive.



When we're decisive, we are attractive. A decisive demeanor makes people want to follow us. Especially if that destination goal matches their inner desire that's at their core level.

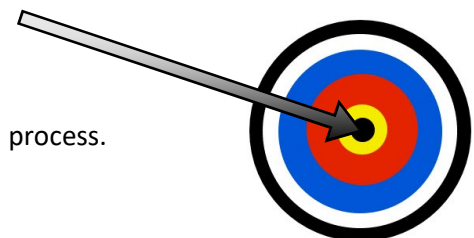
Often, their core motivation doesn't show on the outside, however, if this inner most important desire of theirs matches your destination target you will be set to persuade and influence that person.

For example, let's say that you sell washing machines and your potential customer has had trouble with washing machines in the past. Now, they come to you to buy a washing machine and you're very good at proving to them that you can help them choose a good washing machine.

One reason why you can give them this proof so effectively is because that's your set target and decided upon destination, selling washing machines. Perhaps you have a goal to sell three washing machines today. In a case like that, you two are going to be a good match. They're going to pick up your intent and you're going to be very persuasive.

Process

The third thing that's needed, besides rapport and destination, is a process.



Rapport



Being decisive with your destination is needed, but it's a process that gets you there.

Destination



Most of what I teach is “process.” It is an important element in the art of influence. However, *Optimum Persuasion* training has a limited focus on “process,” there is a small amount of training based around “rapport,” but what this training is principally focused on is “destination.”

Process



For our purposes with this training, “destination” is how you feel about where you're going, including:

- your attitude
- your beliefs
- your expectations
- how you feel about the journey itself, not just the final result
- your viewpoints
- how you feel about the challenges, and
- meeting these challenge on this journey to your end destination

The Benefits of Optimum Persuasion Mindset

When you are unconsciously programmed with the optimum persuasion thinking style you can hit a home run in the persuasion and influence field repeatedly.

This includes whether you're in sales, when you're dealing with a very tough personality in your life at home or at work, as a politician that is looking for votes, in speaking not only to individuals but to large audiences.

In these cases, the “destination” piece of this system and your attitude about where you're going and meeting the challenges in the journey, that includes your beliefs and expectations about it, are King.

It's this optimistic programming that makes a person consistently persuasive.

What's more, it helps you to enjoy your life more. But, with the focus with this e-book is on optimistic programming *for persuasion purposes*.

The *Optimum Persuasion* course is using these life changing aspects as the springboard into improved persuasion skills, but so much more will happen. Life's going to be quite different for you if you decide to use this programming because your perspective on everything that happens to you will be set at an effective default setting.