

# PERSUASION TECHNIQUES

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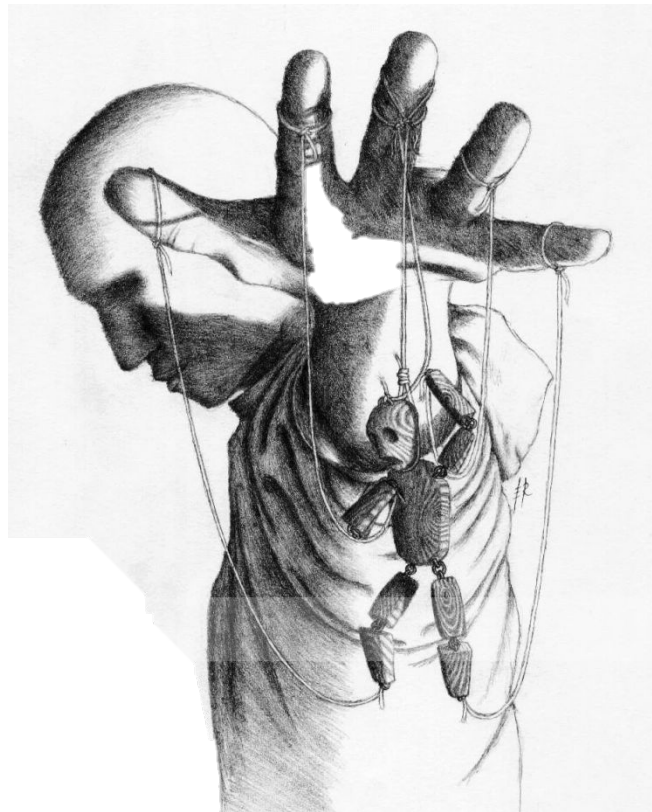


# WHY DO WE NEED PERSUASION TECHNIQUES?

Family relations

Studies

Managing



Politics

Business

Job

# RECIPROCITY



1<sup>st</sup> Weapon of Influence:

**RECIPROCITY**



5. The power of  
give & take:

**RECIPROCITY**

# LIKABILITY



# CONSISTENCY



CONSISTENCY  
IS THE KEY!



# SCARCITY

Scarcity Creates Demand



# AUTHORITY



# SOCIAL PROOF





# LIST OF REFERENCES



THANK YOU FOR YOUR  
ATTENTION

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in various shades of brown and tan, creating a sense of movement and depth.