

PERSUASION TECHNIQUES

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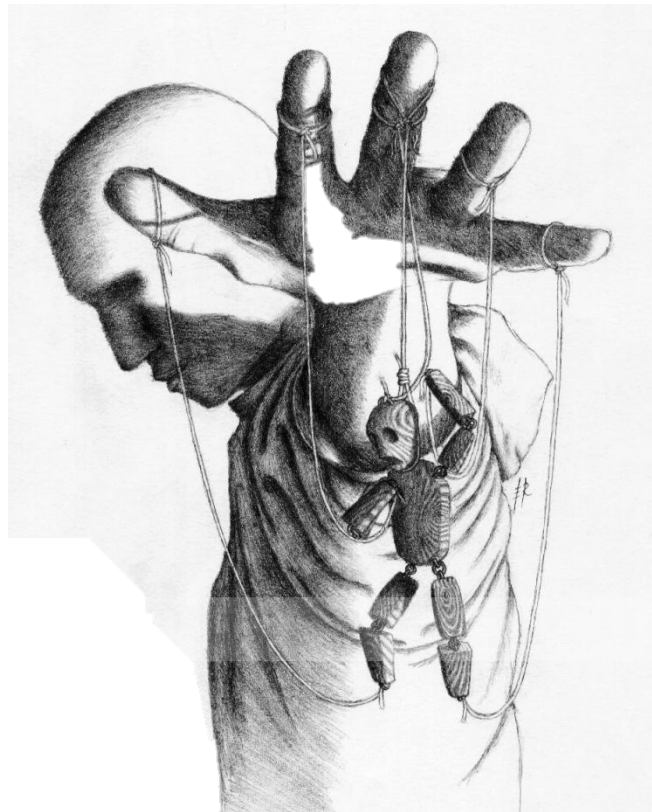


WHY DO WE NEED PERSUASION TECHNIQUES?

Family relations

Studies

Managing



Politics

Business

Job

RECIPROCITY



1st 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.