

12.2 How to persuade and influence people

GOALS ■ Talk about persuading people ■ Understand and use reported questions

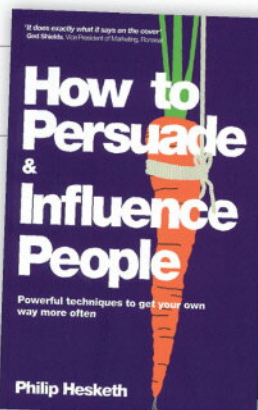
Vocabulary & Reading persuading people

1 Look at the advertisement for a book. What kind of book is it?

Books

How to Persuade and Influence People

by Philip Hesketh | ★★★★★



Do you want to be able to persuade and influence people?

Wouldn't it be great if you could always get people to see things your way? Now you can. You won't be successful in business if you can't bring people round to your way of thinking. Some people find it easy; the rest of us just need a little help.

This second edition contains plenty of practical exercises to help you ...

- Find the perfect way to win people over
- Become an amazing negotiator
- Understand the other person's point of view
- Know why people buy what they buy
- Make sure people remember you and what you want
- Overcome objections

Philip Hesketh is a full-time international business speaker on the psychology of persuasion. Thousands of people have benefited from his advice. In his book, he gives the reader plenty of simple and memorable persuasion techniques that can be used to deal with many of life's challenges.

It's up to you to use them.

- 2a Read the advertisement for the book. What would you expect to read in the book?
- b What kind of person might want or feel they need to read this book? Would you read it? Why/Why not?
- 3a The two phrases on the list mean *to persuade or influence someone*. Find four more phrases in the information in the advertisement that mean the same thing and add them to the list.

- *get your own way*
- *convince someone you're right*
- _____
- _____
- _____
- _____

b Complete the questions with the six phrases in exercise 3a.

- How important is it for you to get _____ own _____?
- If someone doesn't like you at first, do you try to win _____? Why/Why not?
- If someone disagrees with you, are you usually able to see things _____?
- If you argue with a friend, will they usually bring _____ their way of thinking, or will you _____ them you are right?
- What do you think is the best way to overcome someone's _____ to an idea?

c Work with a partner. Ask and answer the questions.

4a Read this short extract from the book. What different things could the assistant do to make a sale? Discuss with a partner.

I was in town recently in a menswear store. A smartly dressed man came in and the owner asked, 'Can I help you?' The man smiled, and said, in a very polite way, 'I'm looking for a BOSS suit. I like the brand BOSS. Do you sell BOSS?'

The shop didn't sell BOSS. So what would you do if you were the assistant?

b Work with a partner. Look at suggestions 1–3 from the book and choose the best option. What would be the benefits or drawbacks of this solution?

- Tell the customer that you don't sell BOSS, but you know where he could find it.
- Say that you agree that BOSS is a fine brand and although you don't sell it yourself, you have something similar.
- Say that you agree BOSS is a fine brand and ask him what in particular he likes about it.

c Work with two pairs who have looked at different options and compare your ideas. Look at the author's solution on page 135.

Grammar & Listening reported questions

5a 12.3))) Listen to a review of the book on a radio programme. Is the review positive or negative?

b 12.3))) Listen again and write down the seven questions that the presenter asks.

6a Read the information in the Grammar focus box and complete 1–4.

GRAMMAR FOCUS reported questions

- Reported questions also usually move one tense back to show that the words were said in the past.
 - As a reported question is no longer a direct question:
 - The word order is the same as in statements.
*Where **is** he going?* – *She asked where **he was** going.*
 - We do not use auxiliaries.
*Where **do** you live?* – *He asked where I lived.*
 - When did you arrive?*
He asked _____
 - Where will you go?*

- Yes/No questions use *if* or *whether*.
Do you like reading? – *He asked **if/whether** she liked reading.*
- Have you been to France?*

 - Can I leave early?*

→ Grammar Reference page 159

b Rewrite the seven questions in exercise 5b as reported questions.

Did you enjoy it? – *He asked if she had enjoyed it.*

7a 12.3))) Listen again and make notes about the answers to the questions in exercise 5b.

b Take turns to report the questions and answers to a partner.

8a In the interview Tania says:

'But probably the most important thing is to really listen to people and to ask questions to find out what's really important to them ...'

Write five questions that could help you to understand someone else better – for example, about their family, their hobbies, etc.

- Who do you get on best with?
- How do you like to relax?
- What's the most dangerous sport you have tried?

b Work with a partner. Take turns to ask and answer your questions.

9 **TASK** Work with a new partner and tell them about your conversation. Use reported speech and reported questions.

I asked Maria what she usually did to relax. She said she enjoyed jogging and thought it was really good for getting rid of stress.