

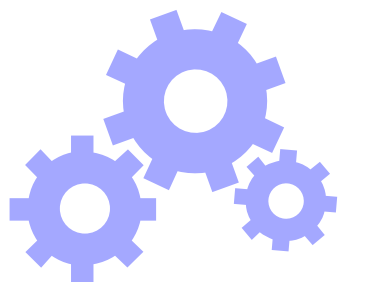


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# PERSUASION AND NEGOTIATION

Creative Thinking and  
Business Presentation

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# PERSUASION & NEGOTIATION

The Art of Influence

## Persuasion:

The Process of changing someone's beliefs, attitudes, or behaviors (The "Why")

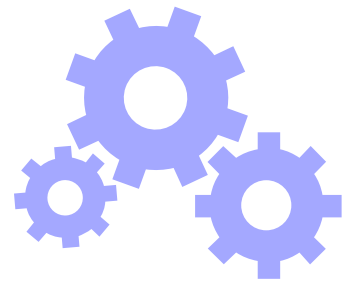
## Negotiation:

A Formal discussion intended to reach an agreement or compromise (The "What")

*Persuasion is the **tool** you use to make your negotiation **successful**.*

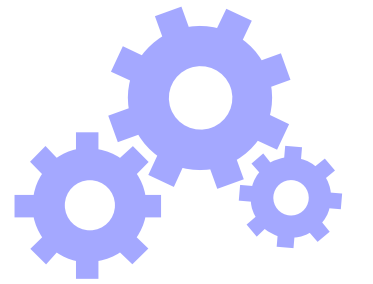
# PERSUASION & NEGOTIATION

The Art of Influence



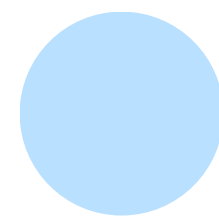
Persuasion to **build trust** and **frame the argument** so the other person wants to say yes, and **agree with you**.

Negotiation use to **hammer out the technical details** once the other person is already open to the idea.

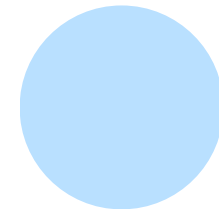


*Negotiation without persuasion feels like a cold transaction; persuasion without negotiation often leads to "yes" without a clear plan of action.*

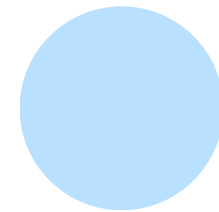
# PERSUASION VS MANIPULATION



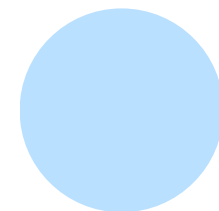
Ethical  
Influence



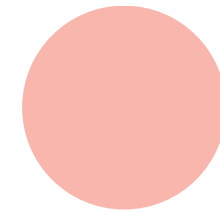
Win-Win  
Outcome



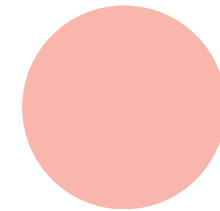
Open and  
Honest



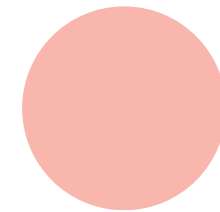
Builds Credibility  
and Trust



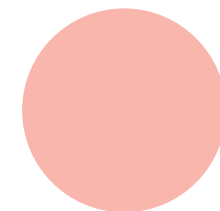
Deceptive  
Influence



Self-Serving  
Deceptive



Hidden or  
Deceptive



Damages Reputation  
and Relationships



Trust and integrity are the key principles of effective persuasion. In a business setting, building credibility is essential because persuasion is not a one-time event; it is a tool used to resolve conflicts, reach lasting agreements, and strengthen teamwork.

If a professional uses manipulation, they may get a "yes" in the short term, but they lose the credibility required for future influence.



# THE PSYCHOLOGY OF PERSUASION

## Cialdinis's 7 Principles of Influence

### Authority (The Expert)

- 1 "Follow the expert." We listen to people who have fancy titles, uniforms, or lots of experience.

### Reciprocity (The Give and Take)

- 2 If someone gives you something, you feel like you have to give something back.

### Commitment/Consistency (The Small Start)

- 3 Once we agree to a small request, we are much more likely to agree to a bigger one later

### Consensus/Social Proof

- 4 If everyone else is doing it, we assume it's the right thing to do.



# THE PSYCHOLOGY OF PERSUASION

## Cialdinis's 7 Principles of Influence

### Likeability (The Friend Factor)

- 5** We say "yes" to people we like, people who are similar to us, or people who give us compliments.

### Scarcity (The FOMO)

- 6** We want things more when we think they are about to run out.

### Unity

- 7** We trust people more if we feel they are "one of us" (like family or a teammate).



# THE PILLARS OF PERSUASIVE PRESENTATIONS



## Ethos - Credibility

1

Before an audience accepts your message, they must first accept you. **“Why should I believe you?”**

## Pathos - Emotion

2

People change their minds, because they **feel something**. Make an emotional connection.

## Logos - Logic

3

Prove that your idea is **smart and realistic**. Give facts.



# STRUCTURING PERSUASIVE ARGUMENTS

## Monroe's Motivated Sequence

### Attention

Get their focus immediately

1

### Need

Create a 'problem' they need to solve.

2

### Satisfaction

Introduce the solution, explain how it works.

3

### Visualization

Describe how 'great' it is.

4

### Action

Give a specific step to take.

5

# BATNA - BEST ALTERNATIVE TO A NEGOTIATED AGREEMENT

## It's a Plan B

Prepare the best thing you can do/give if your negotiations fails, and they reject you.

If they don't agree with your offer, give more a "mutual gain" to keep them with you.



# PREPARATION CHECKLIST

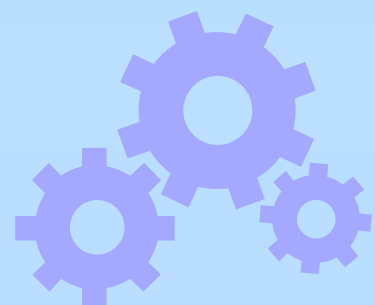
Define specific goals

Understand the other's perspective (research)

Identify potential priorities

Plan the strategy





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**THANK  
YOU**

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