

Want to persuade someone?

Try THIS, not THAT

Persuading people to see your side of things isn't easy—but if you use our guide to persuasion tactics, you'll have an advantage. Keep this cheat sheet handy for quick tips you can use to prep for your next persuasive argument.

WHEN YOU'RE TRYING TO PERSUADE SOMEONE...	
TRY THIS	NOT THAT
<p>✔ Using "I/We" Statements</p> <p>Make it sound like you're on the same side, or explain your perspective. Example: "I want to make sure we're both happy with the result."</p>	<p>✘ Using "You" Statements</p> <p>Avoid using accusatory statements, like, "You need to decide whether it's important to you or not."</p>
<p>✔ Open & Friendly Posture</p> <p>Sit up tall, maintain eye contact, and smile when you can. Your body language is a big part of the game.</p>	<p>✘ Slouching or Aggressive Body Language</p> <p>Slouching, crossing your arms, or looking away often will weaken your argument and make persuasion difficult.</p>
<p>✔ Leading With Benefits</p> <p>Show your partner all the benefits you can offer them if they agree with you. Come back to these points throughout the conversation.</p>	<p>✘ Leading With Wants</p> <p>Don't come into the argument with a list of demands. This will end the negotiation before it starts.</p>
<p>✔ Presenting Multiple Options</p> <p>Come up with several outcomes you'd be happy with, and present them to your partner, allowing them to choose what they like the most.</p>	<p>✘ Forcing a Single Option</p> <p>Rigidly enforcing only one outcome will cause your partner to feel as though they have no choice, and they'll likely walk away.</p>
<p>✔ Being Clear and Honest</p> <p>You want your partner to see your side of things willingly, and the only way to do that is to give them the whole truth.</p>	<p>✘ Lying, Exaggerating, or Bluffing</p> <p>If someone agrees to something they don't understand, they'll likely change their mind once they discover the truth, and you'll lose their trust.</p>
<p>✔ Making it Warmly Personal</p> <p>Personalize your argument, based on what you know about this individual (or individuals) and their wants/concerns.</p>	<p>✘ Making it Cold & Generic</p> <p>People are far less likely to listen to arguments that feel copy-and-pasted. Without a personal touch, you'll be wasting your breath.</p>
<p>✔ Preparing for Counteroffers</p> <p>Negotiation matters because your partner may have a counteroffer to make. Consider what these might be ahead of time, and how you'll respond.</p>	<p>✘ Only Thinking About Your Ideal Outcome</p> <p>Don't let your desire to win over this person derail your efforts. If you're too focused on the outcome you want, you'll hit stumbling blocks.</p>
<p>✔ Knowing When to Walk Away</p> <p>If the conversation hits a wall, recognize this and walk away, even if it's only to give your partner some time to process your argument.</p>	<p>✘ Wasting Time Being Stubborn</p> <p>Don't keep pushing someone if it's clear they're not coming around. Throw in the towel or revise your persuasion strategy using the tips above.</p>