

Paint a Picture– Persuade with Examples

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Persuading others isn't easy. It requires that an audience see personal or business benefits. If the benefits aren't apparent, persuasion is not likely. Examples make the benefits transparent.

The mistake that many of us as speakers make is to present an argument framed from our own perspective, devoid of meaningful examples. Don't get off on the wrong foot. Paint a picture for your listeners using examples or analogies that help people to envision what you see.

If you think about it, listeners are buried under an avalanche of information on a daily basis. They are used to speakers using platitudes like, "Our product will save you a lot of money" or "Our product is better than any other on the market." Your proof is the examples you cite. Without them, your comments are merely tired clichés.

Additionally, listeners filter everything from their own vantage. For instance, if you tell someone the car comes in red, they might be picturing anyone of the six shades of red in the Crayola Box and not the one you have in mind. If you say the product comes in fire engine red; most of us "see" the same color. With pertinent illustrations, listeners see what you want them to see.

Examples, not only support your logic, but they also build credibility in your proposal or idea. A fast food restaurateur will certainly be impressed if you talk about another owner with similar demographics that reaped a 13% increase in revenue in the months of December, January and February with a particular promotion. A federal agency will likely pay attention to a particular security solution if it is being used by the US Navy with 99% accuracy and minimal issues.

Lastly, examples shine a spotlight on the impact of **not** following your recommendations. "If you choose not to purchase the support package, you will be paying on a per incident basis. One serious outage could cost you \$100,000 at a minimum.

Conversely, with three Level One Support incidents, you will have paid for the subscription. Can you afford to do without this support?"

Your proof as a speaker lies in specific examples. Just because you think it is a good idea, it doesn't mean others will conclude the same thing. Hemingway once said, "Don't tell me about it. Show me!" If you shower your listeners with examples throughout your presentation, you dramatically increase the likelihood of persuading them.

Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our website, www.ImpactCommunicationsInc.com.