

## **Persuasion Requires both Logic and Emotion**

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Business presenters typically prepare for presentations by crunching numbers and preparing PowerPoint slides and graphics. They prepare a line of logic and lay it out in PowerPoint. Once that line is clear and clean, the presenter begins to feel comfortable and confident about the presentation. It can be a big surprise when a well-planned presentation falls flat on its face.

Jay Conger, an expert on communication techniques of senior business leaders, says this:

*If you are like most businesspeople..., you see persuasion as a relatively straightforward process. First, you strongly state your position. Second, you outline the supporting arguments, followed by a highly assertive, data-based exposition. Finally, you enter the deal-making stage and work toward a "close." In other words, you use logic, persistence, and personal enthusiasm to get others to buy a good idea. The reality is that following this process is one surefire way to fail at persuasion.*

Persuasion does, of course, involve logic. Our decisions, however, come from both logic and emotion, and often emotion wins out. One copywriter says, "We make our decisions emotionally, and then attempt to justify them with intellect." This is why advertisers always appeal to us at the gut or at the unconscious level.

By all means, use logic and statistics. Just don't think your job ends there. Search for powerful metaphors and compelling stories that drive your point home at a different level. Connect your recommendations to the deeply held values of your listeners. It's the blend of logic and gut response that is truly persuasive.

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