Elite Intuition’s 7 Tips on Mastering the Art of Persuasion That You Need Right Now

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The art of persuasion is a difficult skill to master; however, to ease the pressure Elite Intuition outlines seven core tips that will help any business owner be more persuasive.

According to a recent article on entrepreneur.com (7 Steps to Master the art of Persuasion, published on 27th January 2016) the art of persuasion is a key skill for entrepreneurs and one that must be honed from the first day that a new idea has been formulated. Persuasion is defined as the action or process of persuading someone or of being persuaded to do or believe something. Elite Intuition believes that it is something that every new business owner must become good at. The reason for this is because business owners need to persuade the right partners to join, the right investors to fund and the right customers to buy. The result of good persuasion comes from good marketing practices.

About Elite Intuition: http://www.eliteintuition.com/about/

Knowing the importance of persuasion, Elite Intuition has created seven tips on how to master the art of being persuasive.

1.Build a reputation to get people's attention

Don't assume that a passion for an idea is enough to get people's attention. Most people will ignore unsolicited inputs until it has been heard many times in both written and verbal form.

2. Suggest the message in a way that the audience will understand

Avoid abstract or technical terms that only come across as an effort to mislead or outsmart the receiver.

3. Use stories to illustrate the impact

Stories can be very convincing, especially if they are used to highlight comparisons.

4. Personalise each message to match the audience

Investors, partners and customers will all be more persuaded if there is a personal connection so it is important to build a relationship from the start.

5. Use business connections as sources of introductions

People are more inclined to listen if they have been introduced through a common connection.

6. Materialise the idea into a demo

People like to have something that they can feel and touch. What one person is able to visualise is not always so obvious to others.

7. Use other people as evidence of interest

Social media is a very powerful tool and one that can be used to test an idea with minimal cost and risk, with a huge potential for increasing visibility.

Elite Intuition is an event marketing and consulting company based in Liverpool. The firm specialises in direct marketing, advertising, in-store promotions and local pop-up events. The firm believes that by mastering the art of persuasion, companies will be much better at marketing and sell to investors, partners and customers.

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