

## **Presenting - Persuasive language patterns**

Is your presentation aimed at getting agreement to some ideas? Then you have to be persuasive and there are some excellent persuasion patterns that are proven to work. Ordinarily you would carefully pre-plan your talk around these patterns. However on occasions you may have to talk spontaneously, and these patterns offer excellent templates to guide you.

**The Pros and Cons Pattern** Use this when presenting an argument in an apparent balanced way on a single issue.

1. Discuss first the obvious disadvantages.
2. Discuss next the more powerful benefits.
3. Summarise the key benefits and propose acceptance.

**The Options Pattern** – Use this when presenting arguments for choice from a series of options. This takes advantage of immediacy of recall to favour the preferred option.

1. Discuss first the benefits of the lesser attractive option.
2. Discuss next the benefits of the more attractive options through to the desired option.
3. Summarise the outweighing benefits of the preferred option and propose acceptance.

**The Tell and Sell Pattern** – Use this when you are clearly seeking acceptance to a proposal and when audience inter-action is limited. It is the “classic” pattern used in advertisements and promotional messages.

1. Get attention by announcing in a “teaser” statement the benefit that is potentially available to the audience.
2. Develop interest by explaining the opportunity or the audience need that exists. Highlight its value and potential.
3. Demonstrate how your proposal can exploit that opportunity or meet that need, Build desire by emphasising its distinctiveness benefits.
4. Instill confidence with proof that you can do what you say, and/or the acceptability of your proposal to likeminded people.
5. Stimulate urgency by stressing the time or availability constraints on the opportunity.
6. Urge prompt action by explaining clearly what needs doing and by when.

**The Sell and Consult Pattern** – Use this as a “softer” alternative to the Tell and Sell Pattern when wishing to appear more consultative in your approach. You would be delivering this in a more “Socratic” questioning style.

1. What you are doing. Quickly and positively introduce your idea or proposal.
2. Why you are doing it. Explain the reasons behind your idea. What the opportunity is. Why the audience needs it and will benefit from your idea.

3. What makes this idea different? Explain why your solution is better than anyone else's. Your unique benefit. Your proven advantage. What your distinctive competence is that would make you the correct choice. This is effectively the closing step of the presentation.
4. What the details are. With the audience engaged now go through the main points/features and benefits of your proposal. Sequence these in ascending order of value/importance.
5. What is in this for the audience? Summarise and emphasise the key benefit and/or financial return to be made. Explain clearly what needs doing and by when to secure that return.

With these persuasion patterns committed to memory and adopted as habit you will find that you will be "programmed" to talk confidently and conversationally, winning your audience's hearts and minds.

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