Delivering Persuasive Messages
Inductive Outline Used for Persuasive Messages

**ATTENTION:**
Get the receiver’s attention

**INTEREST:**
Introduce the product, service, or idea and arouse interest in it

**DESIRE:**
Create desire by presenting convincing evidence of the value of the product, service, or idea

**ACTION:**
Encourage action
Before Composing a Persuasive Message, Know . . .

Your product, service, or idea

Your audience

The desired action you wish your audience to take
How To Know Your Product

• Read all the available literature
• Use the product or watch others use it
• Compare the product, service, or idea with others
• Conduct tests or experiments
• Talk to people who really use the product
Knowing Your Receiver

• Identify basic demographics
  – Age, gender, educational background, income level, race...

• Know receiver’s wants and needs

• Consider how you can meet receiver needs based on research and surveys
Elements of Ethical Persuasion

• Clear definition of offered product or service
• Scientific evidence for product claims
• Context for comparative statements
• Audience sensitivity for ideas that are objectionable or offensive
What is the difference between motivation and manipulation?

1. Motivation concerns needing; manipulation concerns wanting

2. Motivation gives someone a reason to buy; manipulation convinces someone to buy something he/she really does not

3. The two ideas aren’t different
Apply Sound Writing Principles

- Keep paragraphs **short**
- Use **concrete** nouns, **active** verbs, and **specific** language
- Put the receiver in the **spotlight**
- Stress a central **selling point**
- Use **Underlining**, **Bold**, **CAPITALS** to **Highlight** your points
OUR BEST EVER BOGO
NOW INCLUDES ADVERTISED SALE ITEMS!

BUY ONE GET ONE FREE

Wednesday through Sunday
December 7, 8, 9, 10 & 11

Daniel’s
YOUR FAMILY JEWELER. SAYING "YES" SINCE 1948

Buy any fine jewelry item, including all advertised items* and get any other fine jewelry item with an original retail ticket price equal to, or less than the amount you paid, ABSOLUTELY FREE!

*Excludes Watches, Diamond Solitaires, Special Orders, Daniel’s Bonus Coupons, Daniel’s 1 Day Coupons, Perfume and Gift Cards. May not be combined with any other discount or special offer. In the event of the return of the original qualifying item, FREE jewelry item must also be returned.
Your Turn

Where in the message should a sender mention the central selling point?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>In the first sentence</td>
</tr>
<tr>
<td>2.</td>
<td>In the “Interest” section</td>
</tr>
<tr>
<td>3.</td>
<td>Throughout the message, tying the attention-getter to the call for action</td>
</tr>
<tr>
<td>4.</td>
<td>The central selling point should <em>not</em> be part of a persuasive message.</td>
</tr>
</tbody>
</table>
Gaining Attention in Sales Messages

- Personal experience
- Solution to a problem
- Startling statement
- “What if” opening
- Story/quote/question
- Celebrity Endorsement
- Analogy
How can unsolicited sales messages be more than “junk mail?”

1. When a sender uses the AIDA format

2. When the audience is targeted specifically for interest in the product

3. When the message is written for a specific individual instead of a large group
Introducing the Product, Service, or Idea

• Be cohesive
  – Make attention-getter lead naturally to introduction

• Be action-oriented
  – Place the product in receivers’ hands and allow them to use it

• Stress a central selling point
  – Link attention-getter to discussion of distinctive feature
Perfecting the Opening Statement

<table>
<thead>
<tr>
<th>Version 1</th>
<th>You haven’t lived until you’ve owned a Sony Blu-ray disc player!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Version 2</td>
<td>Are you serious about your home entertainment experience? Do you want to experience the full potential of your high definition television? Then, you’re ready for the power of a Sony Blu-ray disc player that will change the way you watch movies.</td>
</tr>
<tr>
<td>Version 3</td>
<td>For a dollar a day for a year, you could own a Sony Blu-ray disc player.</td>
</tr>
</tbody>
</table>

Bus 28, Fall 2012, David Sherwood
Presenting and Interpreting Factual Evidence

- Do not just say it, show it
  - Present data to back up the central selling point

- Compare a new product with something familiar

- Be objective, avoiding exaggerations and subjective claims
# Ways to Convince Customers

<table>
<thead>
<tr>
<th>Testimonials</th>
<th>• Tell what others have said about your product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guarantees or free trials</td>
<td>• Provide recourse if purchase is not satisfactory</td>
</tr>
<tr>
<td>Samples</td>
<td>• Allow customers to sample product before buying</td>
</tr>
</tbody>
</table>
Subordinating the Price

• Create a **desire** for the product first

• Use **figures** to show how the price saves money

• State the price in **small units**

• Invite **comparisons** with like products

• Mention price in a **subordinate** clause combined with the central selling point
Motivating Action

- Make the action clear and simple to complete
- Restate the reward for action; relate to central selling point
- Provide incentive for quick action
- Ask confidently for action
Perfecting the Call to Action

Version 1
It’s a pleasure to share this cutting-edge business venture with you. If you have additional questions, please let me know.

Version 2
This could be your only chance to get into e-business services. Call me in the next 24 hours, or I’ll have to move on in offering this opportunity to a competing hotel.

Version 3
Mark Thompson, our development specialist, will call you next week to schedule a personal consultation. He will share the details of setting up an e-business center in your hotel chains and answer questions about your becoming one of the first in your area to provide e-business services for business travelers.
### Advertising Blunders

<table>
<thead>
<tr>
<th>Furniture store ad</th>
<th>• “Soft stools for Mom”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipping information</td>
<td>• “Shipped within the United States”</td>
</tr>
<tr>
<td>Child care ad</td>
<td>• “Fenced yard, meals, and smacks included”</td>
</tr>
<tr>
<td>Electrolux vacuum ad</td>
<td>• “Nothing sucks like an Electrolux”</td>
</tr>
</tbody>
</table>


Bus 28, Fall 2012, David Sherwood
Promoting a Product: What Does Not Work

Buy a $399 JamPhone from comPear, and we will let you surf the Web, manage your contacts and calendar, access your email, and play your favorite music, all on one device and all for just $20 more a month.

Our new JamPhone features are great!!!! And we are adding new features all the time. The software for the JamPhone can be navigated easily, and our PearMusic Store is chock full of music and apps we like. The quality is good and the music is better. We give you access to a wide variety of artists, and we also give you free 30-second previews of each song and a description of even the most expensive apps.

Our phone uses the new HSDPA network, and you will love what it does for you! Our apps are great because we let anyone design for us and then we approve only the best. We make the deals.

- Uses deductive approach inappropriately by requesting before gaining attention or providing convincing evidence
- Uses writer-centered, exaggerated language that diminishes receiver interest and confidence in the writer’s objectivity
- Erodes reader confidence through arrogant attitude and presentation of technical information without explanation

Continued
At $20 more per month for our data package, you will spend about the same amount as using someone else’s web service. You can take your JH&H phone back to your local store and buy your JamPhone. And you can download as many apps as you want.

You can use the enclosed authorization number to save $50 on the rather expensive JamPhone. You have to go to our website, www.comPear.com/JamPhone to use it. You can do it whenever you feel like it.

• Lacks central selling point that reflects accurate knowledge of receiver’s needs; provides no unity for numerous details

• Emphasizes price unnecessarily by placing at beginning of paragraph

• States desired action with no mention of benefits
Do you want to access the Internet you love no matter where you are? ... want to manage your contacts, your calendar, and your email with one device? ... want to listen to your music at the same time? ... want fun applications to pass the time and to make you more productive while waiting for meetings? Then you want the JamPhone from comPear.com and JH&H phone service so you can take your office on the road.

With comPear’s fast, new 4G network and the features of the JamPhone, you can do all of the following on one slim, sleek device:

• Call anyone by tapping a name or send a text message with the built-in touch keyboard.
• Snap photos for storing and sharing.
• Listen to music or shop PearMusic with one finger

• Gains attention by introducing experiences that are familiar to the receiver
• Presents customized music as central selling point
• Presents “online digital music store” as a solution to the problem and reinforces central selling point
• Uses easy-to-read bulleted list to present evidence

Continued
Promoting a Product: Why It Works (cont.)

• Search your full contacts and manage your customer info by syncing with your computer’s email software.
• Check out the APP Store for time-saving and time-wasting applications to make your work more efficient and your distractions more enjoyable.

Visit www.comPear.com/JamPhone today and check out the collection that is growing daily. Use the enclosed authorization number to save $50 on your purchase of a JamPhone (regular price $399) so that you can take your office wherever you go. Just key the authorization number into the “special offer” box on the checkout screen. The $50 savings offer expires July 31, so get your JamPhone today and keep your office on the road with compear.com.

• Keeps focus on receiver by use of second person, active-voice sentences
• States specific action with reward
• Makes action easy and provides incentive for quick response
Connie,

Do you ever imagine being able to see the alarm clock when you wake each morning? No more hassle of daily contact maintenance? Perhaps you may have imagined playing your favorite sport with complete peripheral vision—no fogging or slipping glasses. Millions of people across the world have chosen LASIK, a laser vision correction procedure, as an alternative to glasses and contact lenses. They now are enjoying the freedom that you may have only imagined.

The Genesis Optical Center is eager to inform patients who are potential candidates for laser vision correction of the benefits of this remarkable new procedure. Take a moment to visit our website at [URL]http://www.genesis/optical.com to see skilled surgeons use an excimer laser to correct the shape of the cornea with absolutely no pain to the patient. Many of your questions will be answered by reading about the vision improvements you can realistically expect, testimonials of our many satisfied patients, and the experience of our five resident surgeons.
You are also invited to attend a special laser seminar held at our clinic on February 18 at 7 p.m. that will feature a live laser vision correction procedure followed by a question/answer period led by our laser correction experts. You’ll have an opportunity to enter your name in a drawing for a free laser vision correction procedure to be presented at the close of the seminar.

Would you like to join the millions of people who have chosen LASIK vision correction and end a lifetime of reliance on glasses and contacts in a blink of an eye? Get started today by calling our clinic to register for the laser seminar or to schedule a personal consultation to determine whether you are a candidate for this life-changing procedure. Learn for yourself whether LASIK vision correction could do for you what it has done for so many.

Cordially,

Brian Johnson, Office Manager

- Builds interest by explaining process and providing easy access to details
- Creates a desire to learn more through discussion of seminar and free surgery
- States specific action and associates action with central selling point—excellent vision
Persuasive Communication via Text Messages

• Tremendous growth expected in marketing messages sent by text

• Business applications include:
  – Promotional wallpaper, ringtones, coupons, specials, and information
  – Ordering of goods and services

• Federal and state laws and best practices assure that text promotions are legal and acceptable to receiver
Characteristics of Successful Permission Email Messages

- Carefully timed contact
- Eye-catching subject line
- Effective opening headline
- Short, personalized message
- Incentive for participation
- Targeted, phased process
- Full contact information
- Instructions on how to opt out
We’ve just reviewed the first draft of the Thunderbolt music video and find it totally unacceptable. It must be redone to our specifications.

We made it clear that our target is the MTV set, which demands over-the-top entertainment, and indicated the sample clips from the Indigos were similar to what we wanted. Instead, you send us a simplistic video of nothing more than live-concert footage of the band.

Call us immediately to schedule re-shooting of the entire video.
Making a Claim: Why It Works

When Thunderbolt negotiated with your firm to produce our first music video, we were impressed with the clips of other Harrelson videos and your proven performance record. Especially intriguing to us was your video of the Indigos, with its subtle use of symbolism in the graphic images along with creative shots of the musicians.

In our meeting with your creative team, we focused on the methods used in the Indigos video and specifically asked for graphic symbolism juxtaposed with shots of the band. After viewing the first draft of our video, we find the level of artistic expression disappointing. This video closely resembles a concert tape, focusing primarily on live-concert footage of the band and will have little appeal with our customers, the MTV set, who demand innovative and exciting new approaches in entertainment.

With Harrelson’s reputation for creative productions, we are confident the video can be revised to meet our expectations. The band will do its part to assist in reshooting footage and will meet with the creative director at a mutually convenient time to discuss the kind of graphic imagery appropriate for interpreting our music and its message. Please call me at 555-3920 to schedule this meeting.

• Seeks attention by giving sincere compliment that reveals subject of message
• Continues central appeal while providing needed details
• Presents reasoning that leads to request for re-shooting video and subtle reminder of central appeal
• Connects specific request with firm’s commitment to develop creative productions
The specials and promotions in your store are only announced in English. However, it’s clear to me that many of your customers are Latino. Have you considered repeating these announcements in Spanish?

Likely I’m not telling you anything you’ve not already considered, but I wanted to bring it to your attention.

- Begins with announcement that is already known
- Asks favor before presenting reason for accepting
- Sounds somewhat doubtful
- Uses too many words and overuses first person pronoun “I”
Dear Ms. Connors:

As a regular customer of Fresh Foods grocery store, I have enjoyed and benefited from your store’s practice of announcing price specials and promotions over your public address system. These announcements have saved me money and alerted me to specials I might have missed had the announcement not drawn my attention to them.

These announcements are currently made only in English. While I have no trouble understanding the English messages, many of your customers who live in the Latino community near your store have limited knowledge of spoken English and, therefore, do not benefit from these informative store announcements.

By providing both English and Spanish announcements for price specials and promotions, you could ensure that all your customers understand and can benefit from these announcements. Because these customers are now aware of your specials, they will be more likely to make additional purchases as well. It is a win for Fresh Foods and for the many customers patronizing your grocery store.

Sincerely,

Audrey Banzhaf-Wade

• Begins with sincere compliment that sets stage for request that follows
• Explains rationale for request with discussion of benefits to store and its customers
• Connects specific action to rewards for taking action
Marcele Raggio <mraggio@burton.com>

Investigating the Balance of Work and Family

Burton employees:

Balancing work and family lives is an important issue for most employees. Your help is needed to learn more about how Burton employees handle this concern.

By participating in this doctoral study, you and other Burton employees have an opportunity to share ways you’ve learned to balance your work and family lives and give your opinions on this timely issue. A summary of the questionnaire results will be given to the Burton Human Resources Department, who will use this information as a starting point for initiating desired changes that will support your efforts to balance the demands of your work and family.

• Seeks attention by establishing message as work-related and alludes to way to find needed answers

• Introduces survey and reward for taking action; interested employees would see sharing of results as positive
To ensure that the information represents the views of all employees, please visit http://www.burton/hrm/survey to complete the survey by June 15. Only 15 minutes or so of your time is needed to complete the survey, and your responses will be reported only as part of the group results.

I sincerely appreciate your help with this research project and in making Burton a better place to work. If you wish to receive a summary of this information, simply provide your email address at the end of the survey.

Thanks,
Chad Yanez  <cyanez@burton.com>

- Makes request for action in complex sentence that includes reward for complying and mentions deadline
- Presents needed assurance that effort will consume little time
- Expresses gratitude and adds unity by using that tie in with first paragraph’s reference to quality of work life at Burton
TO: Johnson Maxim, President  
FROM: Melissa Carter, Sales Team Manager  
DATE: March 16, 2011  
RE: Request Approval to Submit Proposal

You created a unique challenge last week in our meeting when you stated the projected sales goals for the coming year—an increase of 18 percent. Asking us to consider ways to reach that outcome led my team to start an ongoing discussion of creative ways to meet that challenge.

The use of the Internet has repeatedly surfaced in these conversations. The company’s Internet site has an abundance of information about the company, our product line, and our dedicated service attitude. A number of my clients have commented on the professional, well-designed look of our site.

Members of our sales team have mentioned repeatedly that customers are requesting online ordering at our website. This feedback supports market information that consumers are more comfortable with online buying as issues of security and privacy have been addressed. They appreciate the convenience of sitting at their home computers, and we can reach people that we would not otherwise.

• Opens with discussion of company goal and alludes to proposal without revealing specifics
• Links company strength that will lead logically to proposed change
• Builds interest by providing benefits and trends in online ordering
In Class Assignment

• Write a letter to your Health Insurance Company requesting reimbursement for a claim based on a passage in your policy
  – Make sure to cite the details of the policy
  – Be cordial, but persuasive
Homework Email

• Write an email FROM the Insurance Company TO you agreeing to pay HALF the claim due to vagueness in the policy while letting you know that if you choose to reject this offer, they will fight the entire claim

• Email: bus28ElCamino@gmail.com

• DUE: By the start of the next scheduled session