



Welcome to 100/10 June Edition

Introduction of the Speaker

Our speaker today is the founder and the Principal facilitator of our Academy; the Academy of Generous Billionaires and emerging billionaires. He is commonly referred to as the dean of Practical Entrepreneurship. He has established several successful businesses in Nigeria and abroad; among which are Asset stores, London, Tolu Medical Centres, Lagos, Ibadan Central Hospitals, Ibadan. He has written many books on success, health and prosperity. He is the Special Adviser to the Executive Governor of Oyo State on Health. Our speaker today will be talking to us on BECOMING A MASTER AT PERSUASION. Distinguished ladies and gentlemen, join me as I invite to the podium, Dr. Abib Olamitoye.

Persuasion.

- Making someone agree, take action.
- Preparation is key.
- Learnable skill.
- Improves joy, wealth, happiness, popularity.

- Persuasion - a form of communication.
- Communication – information and request.
- Request – acceptance and action.
- Used in selling, writing, ad, public speaking, dating, courtship, marriage, child- rearing
- TO ACHIVE ALL GOALS.

Aristotle theories.

- **Ethos** – credibility, character, dressing.
- **Logos** – words, lexicon, logic, language (left brain – seat of logic)
- **Pathos** – emotion; motivation, inspiration metaphor, stories, music, sweet quotes.
Right brain – seat of emotion.)

Cialdini Six Models

1. Reciprocity - urge to repay giving before receiving.

Application of Reciprocity

- **Tipping before service.**
- **Concession offerings.**
- **Free samples offering.**

- Caution: free gift.
- Discounted price.
- Confidential information.
- Ask: Any Obligation to repay.

2. Consistency Principle.

- Staying true to earlier commitments incremental involvements.

Application of consistency.

- In the Military.
- In cross examination.
- In job offering.

3. Socio-proof.

- Others like me doing same.
- Teenagers and fashion.
- Testimonials: others are in it.
- Word of mouth marketing.

- Busy shops invites customers.
- And heavy bags

Caution - avoid

The herd - syndrome

4. Liking.

- Key to relationship building.
- Key to factor in sales .
- Adroit professionals are more successful.
- Speakers use raise, compliments

- Familiarity – repeat exposure.
- Liking celebrity and products.
- Employers liking employees.
- Avoid falling under spell of likeable person.

5. Authority principle.

- Perception of titles, high laces influence.
- President, senator, doctor, barrister etc.
- Cars, uniforms, job titles.
- University degrees, being a billionaire.

- Proper introduction of speakers.
- Book endorsed by prominent personality.
- Persuading authority figures by a greater authority.
- Pharmaceuticals employing doctors for campaign.
- Does this person genuinely have this authority

6. Scarcity vs. plentiful.


- We avoid losing freedom.
- Limited products more attractive.
- The last item, offer to expire,
- If we must compete with others

- The ladies who say NO.
- Pay before service: Hunger.
- Do I really want this limited product?

Other factors

1. Timing in persuasion.
2. Always express benefits.
3. The chameleon effect/mirroring
4. Acing, head gestures, hand movement.
5. Leg rhythm, breath rhythm implies empathy.


6. Prepare for objection.
7. Agree first, to gain trust.
8. Employ mental digestion.
9. Never become desperate;
being irritant.
10. Be truthful, fair, considerate.

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11. Sudden surrender implies persuasion failure.
 12. Provide proof for doubters/skeptics.

Conclusion

In all communication. Prepare, prepare, prepare .

Employ the Aristotle, the Cialdini in rhetorics; remember the action. Avoid the principle being used on you.



Observe great communicators.
Never manipulate others.
Practice, Practice, Practice,.