



The ECHO™ — Your Weekly Presentation Tip

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It's About Them—Even When it's Not

Persuading an audience is hard work-getting them to do something that will benefit them is easy. That simple maxim is a key to persuasion-people will often balk at doing things for you or your organization that they will readily do if they see the benefit to them.

What will they gain from taking your suggestion?

- Will they save time?
- Will they save money?
- Will they avoid hassles from their boss?

Even if you are suggesting something for the organization's good, finding the benefit to individuals will make it easier to get buy-in.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com