



THE **SHOWALTER** GROUP, INC.

Momentum and Motivation for Grassroots Success

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Who Are You Trying To Persuade? How's It Going?

You need your grassroots volunteers to contact their legislators. Your PAC is anemic and you should have higher participation rates. Legislators are not influenced by your well-researched arguments for your cause.

You need all of these groups to make decisions on your behalf, but you are not a manipulator, nor a sales professional, nor do you have authority over them. How do you persuade them that what you propose is in their best interest?

The government relations profession is all about influence. Influencing legislators, the public, the media, and most importantly, your stakeholders, is vital to achieving results in the legislative process.

Recognizing the need for people of integrity to develop superior influence and persuasion skills, The Showalter Group, Inc., is proud to present two options for your organization — the **Principles of Persuasion Workshop and Communications Audit.**



Principles of Persuasion Workshop

Amy Showalter will teach your organization the six principles of influence as determined by over 30 years of behavioral science research, and show you how to systematically integrate them into your government relations program. From communicating to your grassroots network and PAC members, to legislative testimony, to working with the media, you will be able to achieve a higher degree of persuasion with your various audiences than ever before.

Laboratory trained behavioral science researchers founded the Principles of Persuasion Workshop¹ - - the people who actually discovered the newest principles of influence, not those who merely repackage the information as it becomes widely known years later. In this course, you and your staff will learn how to influence the decisions that affect your future while *improving* your relationships with the people you influence.

In this seminar, you will:

- learn to recognize and construct elusive “moments of influence” during which people are particularly receptive to your requests;
- understand how to effectively employ the six fundamental, powerful, and universal principles of influence that have been uncovered by contemporary psychological research;
- distinguish between ethical and unethical uses of influence so that you have long-term, mutually-beneficial relationships with your grassroots participants, lawmakers, PAC eligibles, as well as co-workers and colleagues;
- learn the *Proprietary Influence Application System*, which trains you to systematically apply the principles of influence to real life situations; and,
- practice your persuasive skills in simulations that reflect your organization’s most typical opportunities for influence.

Ask yourself . . .

What single word increases compliance from 60% to 93%, simply by adding it to a request?

What is the single most surprising discovery that behavioral scientists have made about the importance of sequencing a request?

¹ Dr. Robert Cialdini, author, *Influence – Science and Practice*

WORKSHOP CONTENTS

Introduction

- Modern Life and Persuasion
- Decision Triggers: Shortcuts to Thought

Ethical Influence

- Bunglers, Smugglers and Sleuths

A Context for Compliance

- Pre-Persuasion
- The Contrast Principle

Reciprocity

- Giving, Receiving and Repaying: The Law of the Humans
- Gifts vs. Rewards: Which is Better?

Scarcity

- For the Love of Freedom
- Losing and Gaining
- Competition and Reaction

Authority

- Titles and Trappings: Triggers of Influence
- Expertise: Credibility 101
- Trustworthiness: Credibility 102

Consistency

- The VAP Model for Gaining Adherence to Commitments
- Pre-existing Alignments

Liking

- Similarity: The ABEAM Model
- Praise: How to Mean It When You Say It
- Cooperation: The Superordinate Goal

Consensus

- Gaining Critical Mass
- Similarity and Consensus
- In Times of Uncertainty

The Cialdini-Rhoads Influence Application System: Systematically Applying the Principles of Influence to Your Business Challenges

- Determine the Influence Goal
- Understand the Audience
- Discover Sources of Influence
- Manage the Influence Context
- Activate the Influence System



Principles of Persuasion Communications Audit

Are you maximizing your influence by systematically applying the principles of persuasion from over 30 years of research? What opportunities to persuade is your staff throwing away every day, because they don't understand the principles of persuasion?

The primary requisite for an effective government relations program is its capacity to influence external and internal audiences to be in alignment with the goals of the organization. Communication takes place through an infinite number of ways. Whether in writing, on the web, interpersonally, and even non-verbally, you and your organization are called upon to not only communicate, but to influence your audiences.

The Principles of Persuasion Communications Audit is a comprehensive examination of all internal and external communications that are aimed at influencing your audiences. The Showalter Group will evaluate your organization's communications to determine if your messages are systematically integrating the six principles of persuasion. The Showalter Group will review and analyze all appropriate communications materials, including, but not limited to:

- Legislative testimony
- Position papers
- PAC brochures/manuals
- Grassroots brochures/manuals
- Grassroots "calls to action"/"legislative alerts"
- Presentation materials used for recruiting PAC and/or grassroots members
- Senior organization leader speeches
- Advocacy web site

Ask yourself...

How do you engage the tremendous power you have to achieve what you want . . . *immediately after your request has been turned down?*

How did Bill Clinton *inoculate* the media so that they gave him positive press coverage when he desperately needed it?

What principle of persuasion did behavioral scientists know that the Coca-Cola Company did not, but could have helped them avoid the "New Coke" debacle?

How were behavioral scientists able to increase compliance with an unpleasant request from 17% to 76%, with the use of a four-word slogan?



More Science Than Art

Persuasion has been practiced as an art form since the beginning of human history. Consider other fields that were once based on intuition and guesswork. What happened to medicine as it was practiced as a science, rather than as an art form? What happened to weather forecasting, when it came a science, rather than an exercise in intuition?

The same type of revolution is now occurring in the study of persuasion, one of the last fields of study to yield scientific methodologies. Scientists developed the Principles of Persuasion Workshop. It relies on proven methodologies and soundly conducted behavioral science research that is published in top line, peer-reviewed journals of psychology, behavioral science, and consumer behavior - - because these are the sources for the latest, best, and most reliable information on influence.

Ask yourself . . .

What are the three things you can do to make certain that people live up to the commitments they have made?

What influence techniques actually cause a person who has been persuaded by another to be happier with her decision, than if she had made a decision without any outside influence?

*If you are intrigued by the ability to improve your influence skills,
fax back this form to TSG at: 513.553.9777.*

Please contact me about:

_____ *Principles of Persuasion Workshop*

_____ *Principles of Persuasion Communications Audit*

Name: _____

Organization: _____

Phone: _____

A good day to call me is: M T W TH F

Try me between _____ and _____, or _____ and _____

_____ *Call me anytime*