



# Persuasion and Influence For Dummies

By Elizabeth Kuhnke

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## Persuasion and Influence For Dummies By Elizabeth Kuhnke

Many people want to gain trust or support in business and throughout life, but the true skill is doing so in a charming fashion! Whether you're convincing the boss about your much-deserved promotion or a busy restaurateur to offer a better table, the power of persuasion can help improve and increase your successes.

Elizabeth Kuhnke, author of the bestselling *Body Language For Dummies*, guides the reader through easy-to-implement techniques that can turn a timid person into someone bursting with self confidence and the ability to influence.

Topics covered will include:

- The key elements in becoming more persuasive - body language, listening skills, using persuasive words and actions
- Finding a common ground and establishing a connection with your audience
- Capturing their attention and keeping them interested
- Putting yourself across convincingly
- Getting things done through others
- Identifying the type of person you're dealing with - and responding in an appropriate manner

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### Editorial Review

From the Back Cover

#### **Learn to:**

- Become more influential in the workplace
- Develop effective listening and rapport-building techniques
- Adapt to your listener's style
- Use persuasive language to reach your goal

#### **How to win people over and get them to follow you anywhere**

Charm, character, appeal, personality – call it what you will, it's that special something that turns No into Yes, closes the sale and makes others want to go that extra mile. At work, it can spell success. In life too, it can be the key to achieving your goals. Now, with the help of top executive coach Elizabeth Kuhnke, you can unleash your own powers of persuasion.

- **The something that's special** – get a handle on the qualities people find most compelling and learn to integrate them into your presentation
- **Click!** – establish a connection with your listener, make your case, and display your credibility and expertise
- **Listen and learn** – become an active listener and zero in on what really matters to your audience
- **Evolve and adapt** – define their decision-making style and adapt your approach for maximum effectiveness – no matter how different your audience is from you
- **Master the gentle art** – motivate others by quietly appealing to their drives, needs, and desires and lead by example
- **It's not just what you say** – discover the enormous power of non-verbal cues, including body language, tone of voice, and style of dress – and learn how to wield it

#### **Open the book and find:**

- How to master body language, style and tone
- The way to use key words and behaviours that have an impact
- Ways to find common ground and establish a connection
- How to capture their attention and keep them interested
- Advice on putting yourself across convincingly
- How to get things done through others
- What makes others tick
- The secret of adapting an approach to any audience on the fly

#### **About the Author**

**Elizabeth Kuhnke** is an Executive Coach and founder of Kuhnke Communication. She is also the author of the popular *Body Language For Dummies*.

## Users Review

### From reader reviews:

#### **Madelyn McDowell:**

This Persuasion and Influence For Dummies book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is usually information inside this book incredible fresh, you will get facts which is getting deeper you actually read a lot of information you will get. This particular Persuasion and Influence For Dummies without we comprehend teach the one who reading through it become critical in thinking and analyzing. Don't end up being worry Persuasion and Influence For Dummies can bring whenever you are and not make your case space or bookshelves' become full because you can have it in your lovely laptop even mobile phone. This Persuasion and Influence For Dummies having great arrangement in word in addition to layout, so you will not feel uninterested in reading.

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