

People Skills #3 - How to be More Convincing in Conversation

Do you know what it is like when people are skeptical of you and what you say? Especially when you are saying things that benefit you? You can obliterate the skepticism by harnessing the following tool.

- When you are asked a question, avoid making a claim yourself. Reply with a quote from someone else. In effect this "someone else" is answering the question for you even though they are not present. People may be less likely to doubt third parties, than you.

Example - "A project with some elements similar to your proposed project was completed recently for a client and they were happy with the result."

- Use third party facts and statistics. Facts and statistics are often used in publications, television and speeches and they are compelling to people in conversations as well.

Example - "One reason to utilize this product is because it has achieved the highest efficiency rating in its class for five years in a row. In addition, the product has an 80% market share."

Story - Recently my wife and I utilized a body shop to repair damage to one of our vehicles. The body shop's website read (quote) "We are humbled that some people claim we are the best in town". It also said they are trusted to perform the body work for most of the exotic cars in town (fact) e.g., Ferraris, Porsches, etc... and they are a little slower than other body shops (statistic inferring they take their time and really do the job right). Quotes, facts, statistics and success stories make an impact on you, don't they?

Nobody wins alone very often or for very long. Think of how much stronger you can be with "others" behind you...



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Cima Strategic Services - P.O. Box 670101, Dallas, Texas USA, 75367

PHONE: 214-353-9333 **FAX:** 214-353-2626 **EMAIL:** info@cimastrategic.com

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