

Public Speaking and Strategic Narratives for Leaders

Delivering a Persuasive Message

Use the Indirect Approach

The Indirect Approach requires more practice and experience than a direct one. It is used for claim letters, requesting favours, persuasive suggestions within organizations, and for sales. It is usually organized as follows:

- Gain attention in a short opening.
 - Mention a feature or promise a benefit to your audience.
 - Gain attention with a startling statement.
- Build interest and desire in the body.
 - Offer something valuable.
 - Appeals can be to emotions (status, self-image).
 - Or appeals can be rational (saving money, increasing efficiency).
 - Focus on audience benefits; what does this mean to them?
- Reduce resistance in the body.
 - Anticipate objections and deal with them.
 - Mention performance tests, polls, or awards.
 - Use testimonials (with permission).
 - Offer a guarantee or warranty.
- Motivate action in the closing with an effective call to action.
 - Offer an incentive such as a gift or guarantee of satisfaction.
 - Or limit the offer with a deadline.
 - Finally, make it easy for the audience to respond.