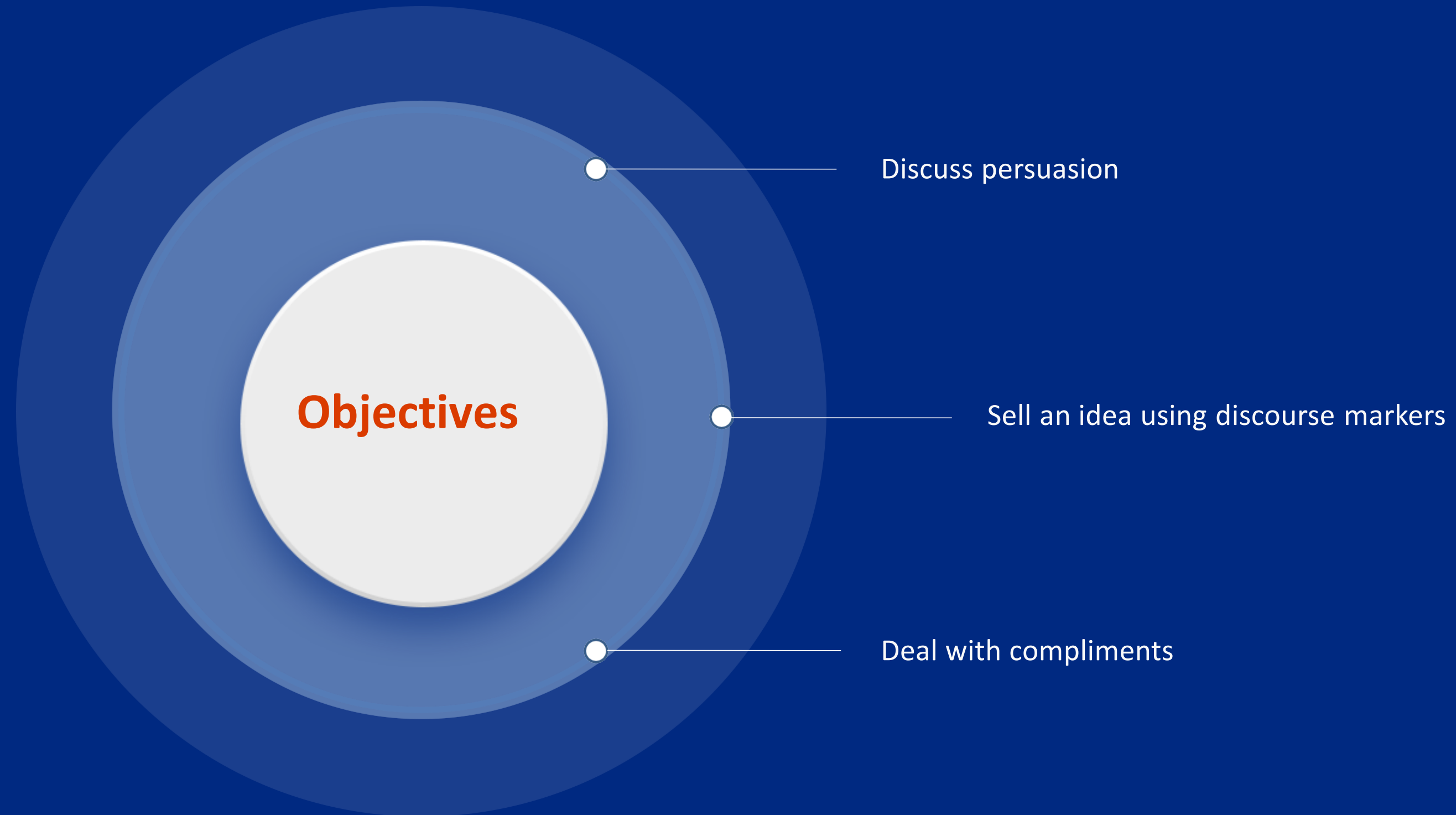


Business Advanced

Unit 12: Persuasion





Starting Point

1. Which of your decisions (both personal and work-related) are influenced by the following, and to what extent?

- ☐ Family/friends
- ☐ Colleagues/managers
- ☐ Media/advertising
- ☐ Sales people
- ☐ Politics
- ☐ Statistics
- ☐ Celebrities

2. Are you easily persuaded? Give examples to explain why/why not.



Working with words I Persuasion and influence

1. How does advertising manipulate what we think and the choices we make? Read the text and compare your ideas.

JUST HOW EASILY ARE YOU PERSUADED?

How many forms of advertising do you encounter on your journey to work every day? Can you remember any of the advertisements? Probably not, but somehow the images you see will make an impression, whether you are aware of it or not. Are we taken in by these messages? Of course we are, because it's the advertisers' job to generate demand for the product. But how do they do it? On a very simplistic level, advertising can be divided into three broad areas that identify how we are influenced.

1. Need

Can you imagine a life without mobile phones? It wasn't actually that long ago (1992) when the Global System for Mobile Communications (GSM) started, and less than 1% of people globally used a mobile phone. Clever marketing promoted the consumption of mobile phones by highlighting their usefulness and the 'necessity' of being reachable. Advertisers targeted our busy lifestyles and sold us a tool that made communication possible wherever we were. We didn't actually need mobile phones, but the need was created, and the advertising was then tailored toward it. The mobile phone industry took off.

2. Belonging

The images we are shown by advertisers tap into our fears of becoming an outsider. Two of the most basic human needs are love and a sense of belonging, so showing images of families and groups of people having fun together subconsciously plays on our emotions. This powerfully persuasive tool works especially well on young people. Take the soft drinks industry, for example; advertising often reinforces an association between young people and the product, appealing to their desire to be 'cool' and part of the 'in' group. The product itself becomes an icon for being 'in,' and young people are eager to buy into this image.

3. Esteem

As we get older, our urge to conform becomes less important, and we are subconsciously attracted to things that gain us more respect or elevate our social status. Advertisers communicate this by using images that say, "If you buy this, you'll be more successful, healthier, younger, a leader," etc. Therefore, someone who has been holding out for recognition of their earning power might buy an expensive car. Often, celebrities are selected to endorse a product because the target group aspires to live up to their image. Take the L'Oréal advertisements for expensive hair and beauty products; the celebrities may not all be young, but they look youthful and declare (in most languages), "Because I'm worth it!"

2. Think of your own examples of advertisements which target the areas of *need*, *belonging* or *esteem* and discuss how they achieve this.

3. Match the phrases from the text in 1 (1-13 below), to their definitions (a-m).

1. reinforce an association between ____

2. tailor something towards a need ____

3. promote consumption of ____

4. generate a demand for ____

5. hold out for ____

6. appeal to ____

7. live up to ____

8. play on (emotions) ____

9. be taken in by ____

10. buy into ____

11. pick up on ____

12. put across (message/idea) ____

13. tap into ____
- a. encourage people to buy something

b. promote the connection between two things

c. create the need for something

d. adapt something to suit a requirement

e. attract or interest someone in something

f. wait until you get what you want

g. notice something and react to it

h. use or exploit something for your own benefit

i. be as good as someone expected

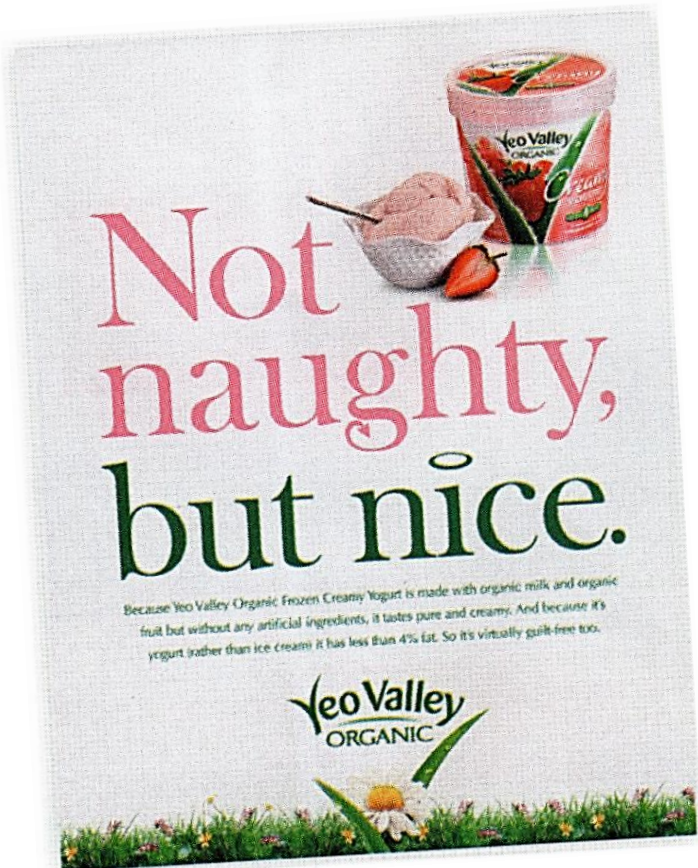
j. believe in something

k. be persuaded to believe something that might not be true

l. take advantage of someone's feelings

m. convey/communicate some information

4. Take a close look at the following three advertisements. Using phrases from 3, discuss what each advertisement is trying to achieve.



Audio 12.1

5. Listen to the interview with Jacob McFarlane, a marketing specialist, and answer questions (1-3).

1. What does he say about advertisers selling products in the US?

2. How are Denmark, Russia and China different?

3. What might Jacob McFarlane say about advertising in your culture?

6. Complete comments (1-8) using the words from the listening in the list.

aspirational - consumer profile - exploitative - market penetration - materialistic - motivational - status anxiety - USP

1. The way Sam is expected to take leave when he goes to trade conferences is awful. His company just takes advantage of him — it's so ____.

2. We need to think again — there's nothing at the moment to distinguish our product from the rest on the market. Can't you come up with an exciting ____?

3. Klara has a very ____ lifestyle. She's never satisfied with what she's got — she always wants to feel that she's moving onwards and upwards in her career and her life.

4. Jean-Noel is totally obsessed with money and possessions — he always wants to earn more so he can buy the latest designer products. He's incredibly ____.

5. We went to an external sales-training course last week. Absolutely fantastic! The trainer's approach was really ____ and I can't wait to try out his ideas.

6. How can we advertise this product when it's got such a high price tag? It won't be normal people we're targeting — only those who hate to feel they can't keep up with the neighbours and who have a high level of ____.

7. I've just heard the competition is developing a similar product to our X1-11. That means we have to ensure ____ is aggressive or we'll miss out.

8. The marketing of the new chocolate bar wasn't very successful. Surveys show the under-20s are buying it, but most potential customers aren't being reached. We'll have to analyse our ____ again.

7. Discuss your own company or a company you know well. How does it market itself? Is it effective? Would the marketing be effective in other cultures?



Business Communication | Selling an idea

Context

Ranjit Shetty, an entrepreneur based in Edinburgh, has a flourishing advertising company (AA Ads) which has focused on print media up to now. He has the opportunity to break into multimedia advertising after recruiting a colleague with expertise in this field. He has also secured financial backing, but Ranjit now has to sell his diversification concept to his key staff.

1. Discuss questions (1-2).

- 1. What are some of the reasons for a company to diversify?
- 2. How important is it to gain staff acceptance of new ideas and plans?

2. Listen to four extracts from Ranjit's presentation and answer questions 1-4.

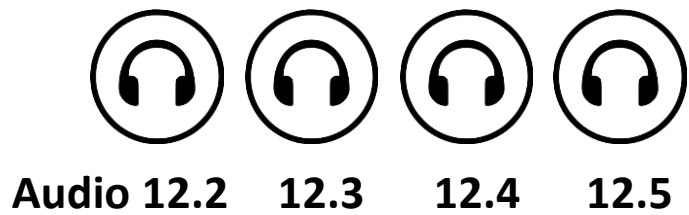
- 1. What does Ranjit think will happen if the company doesn't diversify now?
- 2. What are the advantages of moving into multimedia advertising?
- 3. What steps will be taken to help the company achieve this?
- 4. Why does Ranjit think the company is in a strong position?

3. Listen to the four extracts again and answer questions (1-2).

- 1. Which of the following attitudes does Ranjit convey during the presentation?

- ☒ assertive
- ☒ tentative
- ☒ pushy
- ☒ upbeat
- ☒ insincere
- ☒ enthusiastic

4. Which of the following techniques does he use to convince the audience of his concept and keep their attention? Tick (✓) the techniques he uses.



Invites audience members to speak	
Addresses the audience directly	
Asks the audience to do an activity	
Uses visuals	
Keeps a fast pace	
Uses positive language / vocabulary	
Plays music	

Uses rhetorical questions	
Uses word stress and intonation	
Shocks the audience	
Speaks slowly	
Uses tripling (lists of three Points)	
Shouts at times	
Speaks with enthusiasm	

4. Match categories (1-5) to explanations (a-e).

- | | |
|---|---|
| 1. acknowledging different points of view | a. adding more information |
| 2. asking for commitment | b. dealing with counter-arguments |
| 3. building the argument | c. getting people on board |
| 4. establishing the need for a change | d. making your beliefs absolutely clear |
| 5. reinforcing the message | e. saying why change is necessary |

5. Match expressions (a-j) to categories (1-5) in 4.

- ... having said that, it's important to remember ... __
- ... is achievable. No question ... __
- I know that, like me, you are concerned about where we're going ... __
- I'm calling on you to ... __
- Not only that, it's also essential that we ... __
- OK, that's the first benefit. Now, the second point ... __
- Please give serious consideration to ... __
- We could be missing out on a great opportunity if we don't ... __
- We're committed, we're motivated, and we believe in what we do ... __
- You could argue that ... , but on balance ... __



Establishing the need for change

- *I know that, like me, you are concerned about ...*
- *What comes across from talking to you is ...*
- *It's become apparent that ...*
- *We could be missing out on a great opportunity if we don't ...*

Building the argument

- *We not only benefit from ... , we also gain ...*
- *Not only that. It's also essential that we ...*
- *OK, that's the first benefit.*
- *Now, the second point ...*
- *In addition to that ...*

Acknowledging different points of view

- *Having said that, it's important to remember ...*
- *I accept that ... but we have to recognize that ...*
- *I put this into perspective ...*
- *You could argue that ... , but on balance ...*

Reinforcing the message

- *So, as I said before, ...*
- *... is achievable. No question.*
- *We're in an extremely strong position. Why? Because ...*
- *We're committed, we're motivated, and we believe in what we do.*

Asking for commitment / concluding

- *I very much hope that ...*
- *Please give serious consideration to ...*
- *We can't afford to miss this opportunity ...*
- *I'm calling on you to ...*

6. Look at the slides for this presentation and discuss which expressions from the *Key Expressions* the speaker could use for each point. Then practise giving the presentation to each other.

1

Why change from once-yearly to twice-yearly staff appraisals?

- Many staff want it
- Helps HR focus its goals
- Short-term goals are easier to visualize for staff

2

How do we benefit?

- Avoid losing staff by picking up on employee dissatisfaction quickly
- Will ensure motivated staff Will keep us all proactive

3

Possible issues with solutions

- Time-consuming - HR will assist
- Some staff resistance - voluntary basis to begin with
- Costs - more appraisals = more training? (not clear if this is true yet)

4

What next?

- Great staff - make them even better!
- HR will support us
- Help retain our best staff - give them what they want!

7. Create and present a new or existing idea to convince/ persuade colleagues to adopt it. Plan how to present your proposal and its impact on you, your colleagues, and your work.

1. Make brief notes about your proposal and then give them to another pair to analyse.
2. Read the notes from another pair and think of some possible objections to their proposal.

Language at Work | Discourse markers

1. Listen to the extracts and complete sentences (1-12). Audio 12.6

- 1. I've been doing some research into our position in the market and what opportunities are available to us, _____ and ,I'm excited.
- 2. I'm excited because what comes across from talking to you is your collective enthusiasm in what we do and your genuine wish for us to succeed. _____, without your support my plans won't be possible.
- 3. _____, things are going well now, but ...
- 4. We could be missing out on a great opportunity if we don't diversify - _____, this won't be cheap and it won't be easy.
- 5. _____, I can't expect you to buy into this plan without some facts.
- 6. _____, studies show that most companies only invest a small percentage of their advertising budget in print media.
- 7. _____, most of our customers want agencies that offer a variety of advertising media - they want options.
- 8. _____, this information should ring alarm bells for us.
- 9. ... we're third in our region for print media. _____, I'm not happy with that.
- 10. Ravi, our key account manager, actually comes from the field of online advertising so he's going to be our guru _____.
- 11. Now, _____ before, we've secured external investment for our diversification plan and we've employed a consultant.
- 12. ... we have to recognize that this person is an expert, and they may well see things, opportunities, that we might not. _____, he's on our side.

2. Match the discourse markers in 1 to categories (a-e); some fit multiple categories.

- a. Indicates how open the speaker is going to be: ____
- b. Connects information from before with something that will follow: ____
- c. Emphasizes how clear/fundamental the following point is: ____
- d. Indicates words are used which don't have their normal meaning: ____
- e. Indicates change of topic: ____

3. Complete the sales presentation extracts with a marker from 1, using the brackets for guidance.

Our department has faced a lot of criticism recently. 1 _____ (*I'm giving you some very frank information*), it's the worst we've had for a long time, so things must change... 2 _____ (*I know this point weakens my position*), we should have recognized our sales had been consistently low, but we didn't and we've got to face the consequences. 3 _____ (*this point is expected*), management wants to know what we're going to do about things. 4 _____ (*this is clear*), I'm not going to blame anyone, 5 _____ (*I'm adding some additional, true information*), it's no one's fault. ... So, moving on, 6 _____ (*this is the main idea*), we're suggesting we regroup. This will refresh the team and 7 _____ (*I've already mentioned this*), the low sales are no one's fault, so there's no one person who should feel unhappy about moving teams. 8 _____ (*here's another true piece of information*), we are also thinking of redefining our sales strategy too. 9 _____ (*I'm contrasting that information with a less strong message*), we don't want to change things too much so the sales staff start to feel alienated... 10 _____ (*I'm changing subject*), on Monday it's going to be a brand new start 11 _____ (*not literally, but figuratively*) and 12 _____ (*I'm telling you exactly how I feel*) I can't wait to begin!

4. Discuss news using markers from 1.

- | | |
|----------------------|-----------------------|
| • company news | • national news |
| • international news | • competitor activity |
| • celebrity news | • personal news |

Practically Speaking I Giving and responding to compliments

1. Listen to six conversation extracts and answer questions a-c.

- Which extracts include a compliment on someone's appearance? ____
- Which extracts include a compliment on someone's work/achievement? ____
- In which extracts does one or both of the speakers seem uncomfortable ____



Audio 12.7

2. Listen again and decide why the speakers might feel uncomfortable in some of the extracts?

3. Look at phrases (1-15) from the extracts in 1. Decide which are used to compliment someone (C) and which are responses to a compliment (R).

- A very worthwhile meeting.
- Great design.
- I don't know how you can say that, but thanks anyway.
- I like your...
- I love ...
- I thoroughly enjoyed your talk.
- I was hoping it would be well received.
- I'm glad you enjoyed it.
- It was very interesting.
- Thank you. I felt it went well.
- Thanks.
- That was great.
- Well done, you all did a great job.
- You have very nice ...
- You're looking well.



4. Role Play. Use phrases from 3 and have conversations (1-4). Avoid making your colleague feel uncomfortable and respond to compliments appropriately.

Conversation 1

A You've just given a presentation.

B Compliment your colleague on his/her presentation.

Conversation 2

A You've brought in a homemade cake for a colleague's birthday.

B Compliment your colleague on his / her cake.

Conversation 3

A You've presented a new package design to your company.

B Compliment your colleague on his / her design.

Conversation 4

A You have a new haircut.

B Compliment your colleague on his/her hair.

Culture Questions

- How would you react if someone complimented a) your overall appearance, b) a specific feature like your eyes or hair, or c) your possessions?
- Are you aware of any cultures where these kinds of compliments might be considered inappropriate?
- Does the appropriateness of a compliment depend on how it's given and who gives it?



extra vocabulary

Key word **kill**

Match the use of kill in 1-6 to definitions a-f.

1. I'm going to have to sit down, my feet *are killing me*.
2. I heard he *made a killing* from selling doughnuts at the World Cup!
3. ... but don't tell Sandra - she'd *kill me* if she knew what I'd done!
4. When I heard Jose wanted to become a singer, I *killed myself laughing* - I mean, he's tone deaf!
5. *It won't kill you* to admit we targeted the wrong market with that advert.
6. John asked Abi about her new job, but she hadn't been asked to second interview - it was a real *conversation killer*!

- a. to make a lot of money from something
- b. to laugh a lot about something
- c. to be a lot of effort to do something
- d. to be very angry about something
- e. to hurt
- f. to stop something abruptly