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Expert reveals conversation tips to trick anyone into listening to you

THE secret to convincing anyone you're right — from your partner to your boss — could come down to these six conversation hacks.

Alexis Carey

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HOPING to land a pay rise, win an argument or make someone see things from your point of view?

It could be as easy as changing the way you speak.

That's according to *Winning Conversations* author and leadership expert [Bryan Whitefield](#), who has shared his top persuasion hacks.

Mr Whitefield told news.com.au there were a few practical ways to master the "fine art of influence and persuasion".

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He said getting your ideas heard came down to getting "inside the minds" of those you want to win over.

Here are his top tips to influence anyone you meet — from your boss and co-workers to the person serving you lunch.

1. STAND IN THEIR SHOES

According to Mr Whitefield, the first step is to understand the person you're trying to

2. PAINT A PICTURE

As people listen to your ideas, they naturally form a mental picture in their mind.

If you fail to describe what you really mean, they might walk away with the wrong impression.

“If you don’t paint a picture for them the image they conjure may be distinctly different to the one you have in your mind,” Mr Whitefield explained.

3. USE ANALOGIES

Mr Whitefield said incorporating analogies into your argument or conversation was an easy but effective way to drive your point home.

“Even if you have described your idea in terms they relate to because you have taken the time to stand in their shoes, adding an analogy will give them a different angle on it,” he said.

“For example, when talking about the challenges of implementing a project or program, a favourite of mine is, ‘It’s like a parent and child assembling Ikea furniture. The instructions might be helpful, however it will be the politics, culture and capability that will determine the end result’.”



Author Bryan Whitefield says anyone can follow his top conversation hacks to become more persuasive. Picture: iStock Source:Supplied

4. TELL STORIES

Stories work so well because they add weight to your idea or argument while deepening your connection with the other person at the same time.

“It can be an emotional, personal story to inspire or a humorous one to create rapport,” Mr Whitefield said.

“If you are struggling to find one, find a story about someone famous that you can relate to the situation.”

5. PROVE YOU’RE CREDIBLE

Mr Whitefield advised Aussies to do their research before starting the conversation — and finding as many examples and facts to boost your credibility as possible.

“Recommendations or referrals from others are particularly good for this. So is an online presence that emanates authority about your idea,” he said.



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Mr Whitehead said it was essential to tailor your language to suit the situation — for example, avoiding jargon when speaking to a layperson.

“First, they will hear it better and understand it more clearly in their language,” he said.

“Second, you lose credibility if you don’t sound like you know about their world.”

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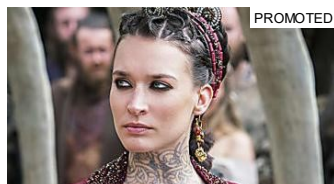
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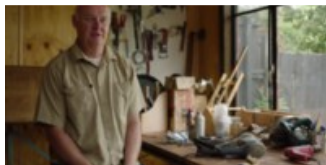


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