

***Choosing a Persuasive Approach (based on exercise 10.6
12th ed.)***

1. Asking for an extension on a project

Explain what difficulties lead to the necessity of an extension and how the result will profit from it.

2. Requesting a job interview

Give a slight preview of your qualifications and the profit the company will have from hearing you out - try similarities as well.

3. Requesting a free trial of service

Explain how the free trial might convince you to use the service in the future.

4. Inviting customers to a store opening

Appeal to their loyalty and the history you have and talk about opening day offers.

5. Reporting a co-worker's poor work performance

The whole department suffers from the performance and it is getting worse.

6. Requesting a new office computer

The old computer is limiting you in your efficiency and performance so the new computer is an investment that will pay out.

7. Asking co-workers to participate in a charity event
Make it personal so the co-workers can relate to the
necessity of the charity event and appeal to their
conscience.