

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

1. Asking for an extension on a project

- Showing proof that unanticipated events prevented you from completing the job on schedule.
- Explaining the advantages of providing a delay, such as assuring a quality result or preventing mistakes brought on by hurry.

2. Requesting a job interview

- Highlighting the attributes that make you a strong contender for the position.
- Demonstrating excitement for the job and a sincere interest in the organization.
- Demonstrating how your qualifications match those needed for the position.

3. Requesting a free trial of service

- Providing a strong justification for why you would profit from a free trial, such as the necessity to gauge the service's suitability for your particular requirements.

- Highlighting the service's possible advantages and how it might be able to meet your demands or provide a solution.

4. Inviting customers to a store opening

- Generating interest and anticipation in the run-up to the store's launch.
- Providing rewards or unique promotions, including exclusive discounts or gifts, for attending the business opening.
- Highlighting the store's distinctive qualities or offers to draw people in.

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

- Presenting factual proof—such as specific instances or examples—of the coworker's poor work performance.
- Highlighting the detrimental effects of poor job performance on the group, division, or organization.
- Providing prospective remedies or ideas on how to make the issue better.

6. Requesting a new office computer

- Putting out a convincing argument for why a new office computer is required, such as enhanced productivity or efficiency.
- Demonstrating the shortcomings or limits of the contemporary office computer.
- Describing the ways in which a new computer for the office will increase both your own productivity and that of the team or department as a whole.

7. Asking co-workers to participate in a charity event

- When relating personal anecdotes or stories, you may demonstrate the significance and influence of the charity event, as well as how it fits with your coworkers' beliefs or interests.
- Depending on their interests and availability, providing coworkers with several participation options such as volunteering, fundraising, or raising awareness.
- Describing the charitable organization, its goals, and the ways in which the event will support a deserving cause.