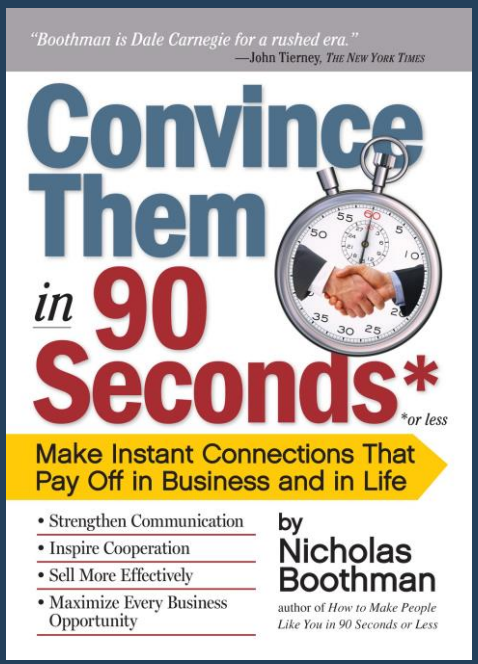

Convince Them in 90 Seconds or Less

Year of publication: 2010
Author: Nicholas Boothman
295 pages
Link for purchase: https://amzn.to/2XWcTSt

Originally published in 2002 as "Convince Them in 90 Seconds or Less", the brings a detailed study on how use your body, your speech and your attitude to create lasting connections and convince people.
The book shows different techniques, which will allow you to sell, interview and lead much more easily.
In the course of this Pocket Book, we structured the tips passed by the author, in order to make your learning even more dynamic. For this, each following overview will address the recommendations for you to develop your communication.

Score

8

8 Aplicability
8 Inspiration
7 Innovation
9 Impact on results
9 Structure

Main ideias of the book

- People have the first impression of you in the first 90 seconds of conversation;
- You need to conquer these people in that time frame;
- And to convince the public, we need to consider four aspects: basic knowledge of communication, connection with human nature, connection with the personality and relationship building.

For whom is this book suitable?

If you constantly deal with presentations and meetings, you are a salesperson and need to convince your client to buy your product, or if you would like to develop your communication skills to develop, both personally and professionally, I indicate this book for you.
Here we will find the "golden pot", to be better communicators and create relationships with greater ease.

Overview of the book

Basic Knowledge

"The First impressions set the tone for success more than social class, credentials, education or how much you paid for lunch."

> *It's much easier to be convincing if you care about your topic. Figure out what's important to you about your message and speak from the heart*

The Muldoon Rules

As we discussed at the beginning of this text, we made the first impression in the first 2 seconds of the meeting. Therefore, the author presents the "Gospel According to Muldoon", which are initial and fundamental tips for success in communication.
Francis Xavier Muldoon was advertising manager for one of the UK's largest magazines and reached the top of this competitive market in just 3 years. As Nicholas Boothman states: Muldoon was a person gifted with great social skills and it was with him that the author learned a lot about his techniques.
This "gospel" brings us three points that we must use to kick-start a good first impression and guide our path to success:

- Eye-to-eye and smile: eye contact is essential to generate trust with the interlocutor and the smile conveys that you are a happy and confident person;
- Adaptation: no one is equal to another. Always understand the people you are talking and adapt your speech and body language to create a better connection;
- Imagination is important: use sensory language to stimulate your senses, in addition to hearing, that is, use images and other devices to stir vision, smell, and taste.

KFC Method

Whether your communication has worked right or wrong, it's up to you.So it is important understand the formula of successful communication.Thus the KFC formula, which encompasses the following aspects, appears:

- K - Know what you want: define what is your goal, because through it you can delineate the other characteristics;
- F - Find out what you're getting: learn from your mistakes and successes, pay attention to all the feedback you receive, trying to identify what is contributing to your goal and what is hindering you;
- C - Change what you do until you get what you want: we can not insist on the error. If something went wrong, do not be afraid to try new approaches. Test new models, new tactics and new strategies, moving from the simplest to the most radical, in order for the goal to be achieved.

With KFC, you can develop a "roadmap" on how you can get the conversation going.
We can use as an example a sales pitch. Imagine that you are the seller and your goal is to sell the product. In the course of your experience, understand what is working and what is going wrong and thus make changes brought to your selling style, so you can perform better conversions.

Connecting with Human Nature

The human nature has several peculiar characteristics that we need to learn to get around or take advantage of in our daily lives, in order to create a better connection with who is on the other side of the conversation.

Fight or Flee Reaction

Whenever we establish the first contact with someone, our brain makes instantaneous judgments, subconsciously, and thus decides whether to "flee or fight."
This is the first impression. This is how we put "like" / "dislike", "I trust" / "I do not trust" or "I feel safe" / "I do not feel safe" filters, and this will influence how the rest of the conversation will develop.
It is essential that the fight or flee reaction is well controlled, or, as the author says, "encourage others to make instant judgments about you." This way, you can create a good initial image.
In order to create this good impression, the first step is to be alert to body language and personal image, because people are usually attracted to those who present a good image, with attitude, posture and visual contact that transmit positive energy.
Pay attention, too, to your tone of voice, being in line with your body expression and show that you are open to the other person. A good tactic for this is to show that there is nothing to hide in your hands, demonstrating that you are trustworthy.
Be careful with personal space. Getting too close to someone can trigger the escape response, just as intrusions can affect the smooth running of the conversation

Attitude and Body Language

A good communicator needs attitude. And, if you want to convince someone in 90 seconds, you need to develop that trait and know what attitude to take according to the timing.
But why do we need to have attitude and how to use it?

- Attitude is contagious. If people perceive you, they end up replicating this characteristic;
- The attitude is formed by the union of body language, tone of voice and words. According to the attitude you choose, these aspects should be aligned with it;
- You can define the attitude you want and adapt it to the conversation;
- As the author states: know which attitudes attract people (enthusiastic, confident, cheerful) and which attitudes push away (arrogant, impatient, nervous).

> *Stay open to opportunity -- you never know where your next important connection will be made*

And, as has been said, the attitude should be in line with body language, since the expression of your body is the "business card" for the unfolding of a conversation.

So, define your attitude and style, what will be the image you want to project to other people.
And, as has been said, the attitude should be in line with body language, since the expression of your body is the "business card" for the unfolding of a conversation.
The book introduces us to two types of body language that are perfectly applicable to the business world.
The first is open-body language, which means "I'm open to business," where the arms and legs are uncrossed, there is good eye contact and a smile on the face, and the body leaning forward, showing interest.
The second is closed body language, which means the opposite, "I'm closed to business." In this type, the attitude is defensive, with crossed arms, hiding the hands, looking away and removing the body.
It is very important to understand these models, not only to change our body language, but to understand the one of the people with whom we are negotiating and to know if it is worth going ahead, change the approach or give up the negotiation.

Feedback

Feedbacks are at the heart of continuous improvement. In order for us to be always growing and improving, we need to know how and where to improve. Therefore, feedbacks are essential to our development.
In meetings, conversations, discussions and negotiations we experience feedback is also necessary. When we give well-grounded feedback, people realize that you are paying attention to them and that they are generating some impact.
When you're getting feedback, show interest and respond, not just with speech, but with the body, showing how important it is to you. This allows appreciation of feedback and conversation development.

Sensory language

I commented at the beginning of this summary, the importance of sensory language and how it complements other languages, acting together, according to the preferences of each party.

- Visual language: figures and images are fundamental to stimulate visual people. You have to show how something looks. For example, if you are selling a product, show the product to that person;
- Auditory language: Auditory people will be stimulated by sounds. They need to listen to better absorb the content. For example, when advertising a product, they will be better stimulated when the advertisement is spoken;
- Synesthetic language: who is a synaesthetic needs to feel, to know what is the sensation of what is being evaluated. That is, if you want to sell a product for a synesthetic, it is better to offer a demonstration.

Connecting with Personality

Now that we understand the basic principles of communication and how to connect with human aspects, let's talk about how to understand and adapt to the different personalities we can encounter.

Business Personalities

"The business chameleon adapts to the personality types of his clients and colleagues and develops them."

In the business world, we find 4 personalities who have particular characteristics and can understand their strengths and weaknesses. They are: dreamer, analyzer, inductor and controller.
The dreamer is the creative person, who has ideas, always looking for new things. Space and encouragement must be given so that these people can "dream". But there are weaknesses that affect this personality, such as the indecision occasioned by seeing the situation from different angles, because he/she requires personal space to think.
The analyzer is the one who will make sure that the idea will work. So they watch out for details, they are well organized and stick to the facts. In order to carry out their analyzes, they evaluate different points of view, but being too perfectionist they can end up losing great opportunities and can generate a negative vision for being extremely critical.
The inductor will appreciate the idea. So to create a relationship with them, always show enthusiasm and let the details clear, so they do not get lost.
Inductors can be exaggerated in their animation, generating focus problems and drawing attention from helpful feedbacks. They also avoid conflicts that could be healthy for the team.
Finally, the controller will ensure that ideas are put into practice. To stimulate them, value their qualities and be direct, without wasting time, give alternatives and options so they can decide and implement the options.
But beware, controllers can be stubborn and do not accept feedback very well. Sometimes they become impatient and become lousy listeners, hampering joint decision-making.

Building Relationships

Building relationships is essential in the corporate world. Meet people, expand your network, write down contacts, and allow these people to help you boost your career by offering business, inspiration, promotion and other forms of cooperation, as the book says.

"The business chameleon adapts to the personality types of his clients and colleagues and develops them."

Make an Appropriate Presentation

To create relationships, people need to know you well, to know who you are. In other words, make a proper presentation so you can be recognized and valued for your qualities.
The first step is to compliment properly, showing an open attitude, making eye contact (a good exercise for this is trying to memorize the color of the other person's eyes), give a nice smile and be the first to speak, introducing yourself and saying your name .
Always remember to be aligned with your speech and body language and adapting to the characteristics of the people around them.

"Make them talk and keep them talking."

A Good Talk

"Make them talk and keep them talking."

You've introduced yourself, you now need to make the conversation flow. To do this, follow the topics below and you will have a good and productive conversation:

- Stay focused and listen to everything that is being discussed;
- Ask open-ended questions that need to be thought out to answer and that do not just have "yes" or "no" answers;
- Ask for the opinion of the other person. This strikes the imagination directly;
- Stay tuned for answers and ask new questions about them;
- Answer questions with other questions. This develops the conversation even more and creates a sense of harmony in the discussion.

What other authors say about it?

During the study of this book, we could see the importance of the first impression. And in The Psychology of Selling, Brian Tracy warns that the impression you make is important. Successful salespeople project a relaxed and confident professional image.

In the book The Sales Bible, the author Jeffrey Gitomer advises: be able to listen to your customers well. As the author says, this is related to the first rule of the sales world.

Thus, the book gives a great tip: "STOP!". Let the customer decide, do not force his response as this will make him uncomfortable.

This thought is directly aligned with the thinking of Nicholas Boothman, who states that you should conduct the conversation by asking the right questions to leave the conversation flowing without interfering with the response of the interlocutor.

The book Influence: Science and Practice by Robert B. Cialdini, presents a concept that nicely complements the thought of the book that we just discussed, the mental triggers. They allow you, in the process of persuading someone, to activate "shortcuts" in people's brains, facilitating the process of convincing.

Okay, but how can I apply this in my life?

We already understood the techniques of communication, body language and development of a conversation, that is, we already understood the theory. But how do we apply this in practice?

I'll show you this now! Imagine that you have a great idea and you need to introduce it and convince people that it is a good idea. You need to summarize it and its qualities. You need to make a pitch.

To make this pitch, you should use all of the communication strategies that we presented previously:

- Know well your audience;
- Introduce yourself;
- Show credibility and authority on the subject;
- Show a little of your personality;
- Present your point in the first 90 seconds;
- Be quick and straight to the point;
- Address three aspects of your point: what it is, who it is for and how it will make people's lives better.

So you'll be on the right track to convince people quickly and persuade them to accept your argument or buy your product.

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