

# the power of persuasion!

Good management = great communication, says Liz McKeon

Management can be defined as 'getting things done through others'. To be an effective manager you must learn to become an expert at persuading and influencing others to work in a common direction.

This explains why all excellent managers are also excellent low-pressure sales people. They don't order staff to carry out duties; instead, they persuade them to accept certain responsibilities, with specific deadlines and agreed standards of service. Once a therapist accepts ownership and responsibility, the manager can step aside, happy that the job will be done properly.

## the 4 P's of Persuasion:

There are four 'Ps' that will improve your ability to persuade your team: power, positioning, performance and politeness.

### 1. Power

The more power and influence that a therapist perceives you have, the more likely it is that she will be persuaded by you to do the things you want her to do.

### 2. Positioning

This refers to the way that your team thinks about you, i.e. your reputation. Your positioning in the minds of others largely determines how open they are to being influenced by you. In everything you do involving your staff, you are shaping and influencing their perceptions about you and your positioning in their minds. Start thinking about how you could improve your communication so that staff are more open to your requests and to helping you achieve your salon or Spa goals.

### 3. Performance

This relates to your level of competence and expertise in your area of expertise. A salon manager who is highly respected for her

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"Persuasion is the art of getting people to do what you want them to do, and to like it!"

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ability to get results is far more persuasive and influential than a manager who only does an average job.

### 4. Politeness

Human beings do things for two reasons: because they want to or because they have to. When you treat your staff with kindness, courtesy and respect, you make them want to do their job for you. They are motivated to go the extra mile to help you solve your business problems and achieve your salon goals. Treating people properly satisfies the human need to feel important and respected. Whenever you successfully convey this to staff in your conversation, your attitude and your treatment of that person, she will in turn be easily persuaded and influenced by you in almost any task you request.

Perception is also very important, because an individual's perception is her reality. Staff respond on the basis of their perceptions of you. If you change their perceptions, you change the way they think and feel about you, and you change the things that they will do for you.

If your goal is to be an excellent manager, you must become an expert at personal persuasion. There are only two ways for you to achieve your salon goals, you can do it all

yourself or you can get most of it done by others. Your ability to communicate, persuade, negotiate, influence, delegate and interact effectively with your team will enable you to develop leverage using other people's efforts, knowledge and time. (Leverage allows you to multiply yourself and get far more out of your working hours, rather than doing everything yourself).

The key to persuasion is motivation. Your job is to find out what motivates your team members, then to provide that motivation. People have two major motivations: the desire for gain and the fear of loss. The desire for gain motivates people to want more of what they value in life. They want more money, more success, more respect, more love, more health, more happiness... No matter how much a person has, human beings will want more and more. When you show a staff member how she can get more of what she wants by helping you to achieve your salon goals, you can motivate them to act on your behalf.

Likewise, whenever you show a person that by doing what you want them to do, they can avoid a loss of some kind, and you can influence them to take a particular action. The very best appeals are those where you offer an opportunity to gain and an opportunity to avoid loss at the same time.

Being very persuasive is a skill well worth developing. The power of persuasion can help you get more of what you want faster than anything else you do. It can mean the difference between success and failure in your salon. It can guarantee your progress and enable you to use all your other skills and abilities at the highest level. Your persuasion power will earn you the support and respect of your clients, managers, colleagues and staff.

Liz McKeon is a Business Coach and Trainer, specialising in the beauty industry. For further information on Consultancy Services, upcoming Workshops and Seminars, check out [www.lizmckeon.com](http://www.lizmckeon.com) or call 00353 86 386 1243.

