

# BUSINESS VITAMINS

## Aristotle's theory

### Introduction

More than 2,300 years ago, Aristotle wrote Rhetoric, considered by many to be the Bible of persuasive speaking. For Aristotle, rhetoric was “the ability, in each case, to see all of the available means of persuasion”.

So, it is important that we understand what persuasion is: Persuasion is the action or fact of persuading someone to do or believe something.

The ability to persuade, to change hearts and minds, is perhaps the single greatest skill that will give you a competitive edge in the knowledge economy — an age where ideas matter more than ever. Successful people in nearly every profession have become those capable of convincing others to take action on their ideas

Sales is the most obvious form of persuasion, but this skill is used in many other positions as well. Managers persuade employees to do unpleasant but necessary tasks, lawyers argue before juries, IT firms convince clients to invest in better networking equipment, and department heads put together presentations to convince their superiors to increase their budgets.

There are many means by which you can persuade your audience of something, but they all fall into one of three categories: logos, ethos or pathos that will be discussed in detail.

### Definition

It's a theory by Aristotle's in his 'Rhetoric' stating the means of persuading or making an impact on others which has the main pillars of: Logos (logic), Ethos (credibility), Pathos (emotion).

### Why does persuasion matter?

Persuasion is crucial in business development. With the right communication skills, you can persuade your customers to believe in your offer and get more results. To meet your business goals, you need to learn how to communicate well with your customers. And of course, you need to convince them that you are the right business partner for them.

### Details

There are many means by which you can persuade your audience of something, but they all fall into one of three categories: logos, ethos or pathos.

Logos (coherence / structure / facts / data / statistics/ test results / research / graphs) is persuasion based on the logic of the argument. Does it make sense? Is it well structured? Does the evidence support it? Logos appeals to left side of our brain. Finding elements of logos is usually not too difficult for most presentations.

Ethos (reputation / authority / expertise / trustworthiness / stage / presence / confidence) is persuasion based on the credibility of the speaker, for example, his or her authority or expertise. It is all about who you are as a person and how much the audience trusts you.

Pathos (humor / vulnerability / metaphor/ surprise / storytelling) is persuasion based on an emotional appeal to the audience. Aristotle said that an emotional speaker always makes his audience feel with him. Storytelling is one of the best ways to tap into emotion.

Finally, Persuasion is an innate personality trait in some, but it's also a skill that can be learned and improved using the Aristotle's Triad and involves assessing your audience's needs, building rapport, focusing on the benefits, countering objections, and finding common ground.

## EXAMPLES:

Think about the role of persuasion in the following:

- Entrepreneurs persuade investors to support their start-ups
- Job candidates persuade recruiters to hire them
- Politicians persuade people to vote for them
- Leaders persuade employees to take specific plans of action
- CEOs persuade analysts to write favorable reports about their companies
- Salespeople persuade customers to choose their product over a competitor's offering.

