

12.2 How to persuade and influence people

Vocabulary persuading people

1 Phrases 1–6 all mean that you persuaded everybody to see your point of view. Complete them with the verbs in the box in the past simple form.

bring convince get overcome see win

- 1 In the end, everybody saw things my way.
- 2 I _____ people round to my way of thinking.
- 3 I _____ people over.
- 4 I _____ my own way.
- 5 I _____ everybody I was right.
- 6 Eventually, I _____ everybody's objections to my ideas.

PRONUNCIATION linking

2a 12.2 Listen and mark the linking between the ends and beginnings of words.

- 1 I won them over.
- 2 He got his own way.
- 3 They brought us round to their way of thinking.
- 4 She saw it my way.

b 12.2 Listen again and repeat.

3 Complete the text by adding three words from the box to each space. Use each word once.

bring convince friends ~~our~~ our over own
persuade round them to us us way win

Grammar reported questions

4 Choose the sentence (a or b) that is being reported in the extracts from a marketing survey.



- 1 The market researcher asked if I would answer some questions.
 - a Did you answer any questions?
 - b Will you answer some questions?
- 2 She said that it wouldn't take very long.
 - a It won't take very long.
 - b It doesn't take very long.
- 3 She asked me what type of breakfast cereal I ate.
 - a What type of breakfast cereal do you eat?
 - b What type of breakfast cereal have you eaten?
- 4 She asked if I had thought about changing my cereal.
 - a Do you think about changing your cereal?
 - b Have you thought about changing your cereal?
- 5 She asked if I wanted to try new Top Pops.
 - a Do you want to try new Top Pops?
 - b Did you want to try new Top Pops?

The five most persuasive words in English

There are times when we've all wished we had the words to 1 persuade our friends to do things, or 2 _____ to our way of thinking. How wonderful it would be if we had the words to get 3 _____ all the time – to always be able to do what we want. Well, in the world of advertising, copywriters do have the words. In fact, they have five magic words that they regularly use to 4 _____. We simply can't say 'no' when they use them! The first

of these words is 'you'. When 'you' is used in an advert, we think that the ad is speaking to us directly, and we are more likely to be open to its message. Advertisers also 5 _____ buy things by using words like 'free', 'new' and 'instantly', all of which are very appealing. One last word advertisers use is 'because'. When advertisers use 'because', they give a reason for buying their product. *Because it's fresher!* they say, or *Because it's newer*. And, believe it or not, most of us tend to accept that reason.

5 Order the words to form reported questions from an interview with an advertising executive.



- 1 worked / long / the interviewer / me / had / in advertising / how / asked / I.
The interviewer asked me how long I had worked in advertising.
- 2 why / that job / I / apply / he / had / wondered / to / decided / for.
He _____
- 3 asked / at / I / was / what / he / projects / that time / on / working.
He _____
- 4 to / hoping / he / few months / I / next / asked / be promoted / me / was / the / in / if.
He _____
- 5 what / asked / I / about / he / job / found / me / my / interesting.
He _____
- 6 Brussels / back / the next day / he / if / to / going / travel / to / asked / was / me / I.
He _____

6 Write the direct questions.

1 How long have you worked in advertising?

2 _____
3 _____
4 _____
5 _____
6 _____

7 Here are some other questions from the interview. Write reported questions.

1 Can you tell me about an advertising campaign that hasn't worked?
The interviewer asked me _____

2 Why do you think it failed?
The interviewer asked me _____

3 Have you ever been in a situation where you have led a team?
He _____

4 How did others respond to your leadership?
He _____

5 Do you ever have disagreements with your clients about marketing plans?
He _____

6 What do you do to resolve those disagreements?
He _____

8 The young woman who was interviewed got the job! Read what she told her friends about it and correct the errors.

1 The interviewer called and asked me when can I start.
The interviewer called and asked me when I could start.

2 He asked me will you sign the work contract this afternoon.

3 He asked me what hours do you want to work.

4 He asked that I am ready to start work here next Monday.

5 He asked me how much did they pay me in your last job.

6 He asked are you prepared to work in our office abroad.

I can ...

talk about persuasion.

understand and use reported questions.

Very well Quite well More practice

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