**Video Title:** How to Be More Persuasive

**Video URL:** [https://www.youtube.com/watch?v=kipxJ8GnZCE**R**](https://www.youtube.com/watch?v=kipxJ8GnZCER) **Run Time:** 7:36 **Source:** Online Communication Skills Training Courses/YouTube **Close Caption Available:** Yes

Suggestions about being more persuasive in communication are presented on pages 34-36 of the textbook. In this video, communication skills expert Dan O’Connor shows you how to order your presentation for maximum effectiveness so that the odds of acceptance dramatically increase. O’Connor hammers on one key idea—when given a choice of several options the majority of people choose option three. Approximately 90 percent of people reject the first option. When presented with three options, we typically say, “No, no, yes.” This is why appliance stores placed the least expensive, most basic model first, and the model they would prefer you to purchase in the third position. This same dynamic principle can work effectively when presenting three options during negotiation. Present the weakest option first, and the strongest option in third place.

*Questions for Thought and Discussion*

1. What evidence from your own life can you think of that supports the idea that the third option is the most appealing?

2. What influence might personality factors have on whether an individual rejects option number one 90 percent of the time, and is most likely to choose option number three?

3. What would be an effective negotiation use for you of the key idea presented in this video?

4. Is this principle of presenting the alternative you want others to choose in third place or position really that infallible?

5. How would you rate the persuasive communication skills of the presenter, Dan O’Connor?