

# class #8

- quiz 3
- jokes
- clip of the day
- coursepack review
- request messages, persuasion, & sales
- business plan/p.r.e.s./collaborative problem solving

clip of the day



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coursepack stuff

(p. 22)

persuasion



You need an action response, but  
your audience is resistant and  
free to refuse.

# sales letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

# AIDA

- Attention
- Interest
- Desire
- Action

# AIDA

- Attention: Break through the resistance door
- Interest:
- Desire
- Action

# AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire:
- Action:

# AIDA

- Attention: Break through the resistance door
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- Desire: Make audience want your solution, i.e., your product or service
- Action:

# AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action: Ask for sale

business plan

P.R.E.S

Position, Reason, Example, Summary

(P)I think we should do a Karaoke Club in the U-District. (R)It's a fun idea that relates especially to Asian-student interests. (E)I have an uncle who started a club like this, and I can get solid practical information from him. (S)A Karaoke club is a relatively easy idea to communicate; we have access to good information, and it will be fun to do.

collaborative problem solving

1. silent brainstorming
2. round-robin input
3. discuss & advocate
4. prioritize
5. choose

# collaborative problem solving

- frame the question
- silent brainstorming
- round robin input
- discuss & advocate
- prioritize
- choose

frame the question

- what is the best business plan idea for this group?

# silent brainstorming

- two minutes to write about what you think
- think big; think small
- no constraints; no idea is stupid

# round robin input

- one idea at a time from each participant
- number the items
- no criticism (not even eye-rolling)
- clarification questions are allowed, but brief responses
- pass, if you have no ideas

1. bubble tea store in bellevue
2. sports bar in u-district
3. dance club in u-district
4. truck food on montlake
5. destination ski resort in north cascades

# discuss & advocate

- everyone speaks, everyone listens (Use PRES)
- everyone feels heard & understood
- advocate arguments according to 2 criteria:
  - what are primary & secondary benefits?
  - how doable is it?

# p . r . e . s .

- position: i think we should do a sports bar in the u-district
- reason: it's something that's needed; it's something we know something about; it's something that would be fun to work on
- example: my brother runs one in edmunds, and i can get lots of info from him
- summary: it will be easy to put together and it will be fun. everybody loves sports

# prioritize

- 3, 2, 1 points for 1st, 2nd, 3rd
- do it in writing
- recorder tally points & rank

# choose

- advocates for top 2 make their case
- group votes; majority wins--losers get on the bus.
- if deadlocked?