Elements of Persuasion

The webinar will begin shortly. You should be able to listen to the audio portion of today’s event through your computer. If not, please dial:

Toll Number (US/Canada): 1-650-479-3208
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Elements of Persuasion

Thursday, December 7, 2017
2:00 PM–3:00 PM (Eastern)
Elements of Persuasion Webinar

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Event site: https://hdameets.webex.com
Event password: persuasion2017
Welcome

Jo-Anne Torres
Manager, Education
Healthcare Distribution Alliance (HDA)
This webinar is sponsored by:

Mylan

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Before we get started...

• Today’s webinar is being recorded.
• All participant lines are muted.
• Presentation and audio-replay will be made available by Friday, December 15.
Speaker Disclaimer

This webinar is for information and educational purposes only.

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Q&A: Submit Your Questions

1. Type your question into the Q&A box located on the right-hand side of your screen.

2. Click the SEND button to submit your question.
Speaker

Patricia Scott, PhD
President and CEO
Uhmms
ACORN

A - Audience
C - Credibility
O - Order
R - Remember Me
N - Need to Connect
WIIFM

What’s In It For Me?
What’s In It For Them?

Ask open ended questions to find out:

What drives them?

What do they like?

What do they need?

What will solve their problem/frustrations/fears?

What can they hear?

What goals do you have in common?
Credibility

ARISTOTLE

Ethos (credibility)

Pathos (emotion)

Logos (logic)
Personal Credibility

Competence

Trustworthiness (sincerity)
It seems like it is easier for people to find jobs today than last year.

OR

According to a report in the New York Times, unemployment is down compared to this same time last year.
Order

Framing / key message

Order of message
Framing
Framing
Remember

TOOLS

Adult learners

Chunking

Call-to-Action
Schema

Metaphor, mnemonic
Chunking
Call-to-Action

Be specific
Make it doable
Do it soon
Need to Connect
Need to Connect

Visualization

Make numbers concrete
The disease spread through the US and affected 56,886 people.

OR

The disease became an epidemic that swept through the US infecting enough people to fill New York Yankee Stadium to capacity.
ACORN

Audience
Credibility
Order
Remember Me
Need to Connect
Audience Questions
Q&A: Submit Your Questions

1. Type your question into the **Q&A** box located on the **right-hand** side of your screen.

2. Click the **SEND** button to submit your question.
Save the Date

HDA Distribution Management Conference and Expo
March 4 – 7, 2018 | Austin, Texas
http://www.hda.org/events
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Thank you