

THE ART OF WOO

Using Strategic Persuasion to Sell Your Ideas

G. RICHARD SHELL and MARIO MOUSSA

G. RICHARD SHELL is director of the executive negotiation workshop at the Wharton School of Business. He is also professor of legal studies, business ethics and management at Wharton. *BusinessWeek* named Dr. Shell as one of the nation's top business school professors. He is the author of *Bargaining For Advantage: Negotiation Strategies for Reasonable People* and several other books. Dr. Shell is a graduate of Princeton University and the University of Virginia

MARIO MOUSSA teaches at the Wharton School of Business. He is also a principal of Center For Applied Research (CFAR) Inc., a management consulting firm. He has published widely on organizational dynamics, power, and influence. Dr. Moussa has led the development of programs at Wharton for corporate security managers, energy executives, physician leaders, health care and banking executives. Dr. Moussa is a graduate of the Wharton School and the University of Chicago's Committee on Social Thought.

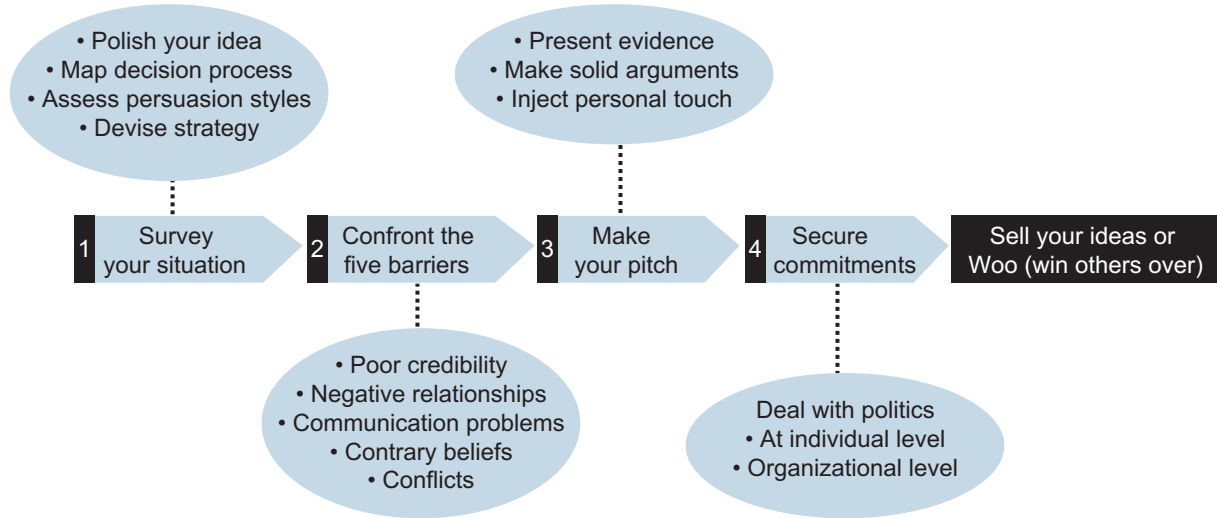
The Web site for this book is at www.theartofwoo.com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

MAIN IDEA

Selling ideas is different from selling things. You have to “woo” people – win others over to your way of thinking. The Art of Woo is all about strategic persuasion, about using the strength of your relationship to get people’s attention, pitch your ideas and gain their approval. If you can get people to agree with you based on influence and persuasion rather than coercion or force, you have an excellent and valuable skill in your work repertoire.

Relationship-based persuasion almost always follows a distinctive and repeatable four-step process:



“The Art of Woo provides tools for a critically important activity in professional life: selling your ideas to people within the context of ongoing, important relationships. If you want to be a player in your organization, a successful partner with your customers or suppliers, a leader in your community, or even a good parent, you need to woo people to your point of view by putting your ideas across in convincing, relationship-friendly ways. Regardless of the context for your idea sale, the four-step Woo process constitutes the best practice for this Art.”

– G. Richard Shell and Mario Moussa

Step 1 – Survey your situation. Page 2 - 3

To have any hope of selling your ideas to anyone else, you need to be crystal clear in your own mind what you’re trying to do. You also must figure out who you need to speak with and in what order. If you know all the players well, you’ll already know how to adjust your presentation style to maximize your chances of success. People will only agree if you’re passionate about what you’re suggesting so show that.

Step 2 – Confront the five barriers Pages 3 - 5

To move your idea forward, you need to overcome five key barriers:

- Whether or not you are a credible advocate for your idea.
- How people view their long-term relationship with you.
- Matching your audience’s preferred communication style with your own strengths.
- Whether your idea aligns with the listener’s belief systems.
- The listener’s interests and any potential conflicts of interest.

The ideal way forward is to find ways to try and turn each of these barriers into assets for your idea instead.

Step 3 – Make your pitch Pages 5 - 6

If you can frame your ideas in the most effective way possible, you logically enhance your chances of success. Most decision makers load up on as much data as possible and then after reflection go with their gut feelings. You can enhance this process by making your presentation as engaging as possible for your intended audience.

Step 4 – Secure commitments Pages 7 - 8

Getting people to agree is helpful but getting them to then make concrete commitments is vital to your success. To achieve this in practice, you’ll need to address internal political opposition, people who lose influence if this moves forward and other potential derailers of your initiative. In some ways, you might even find the real work begins once your boss says yes so it’s your job to turn agreement in principle into action.

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

