



The Psychology of Persuasion

Michael Fooks

2026

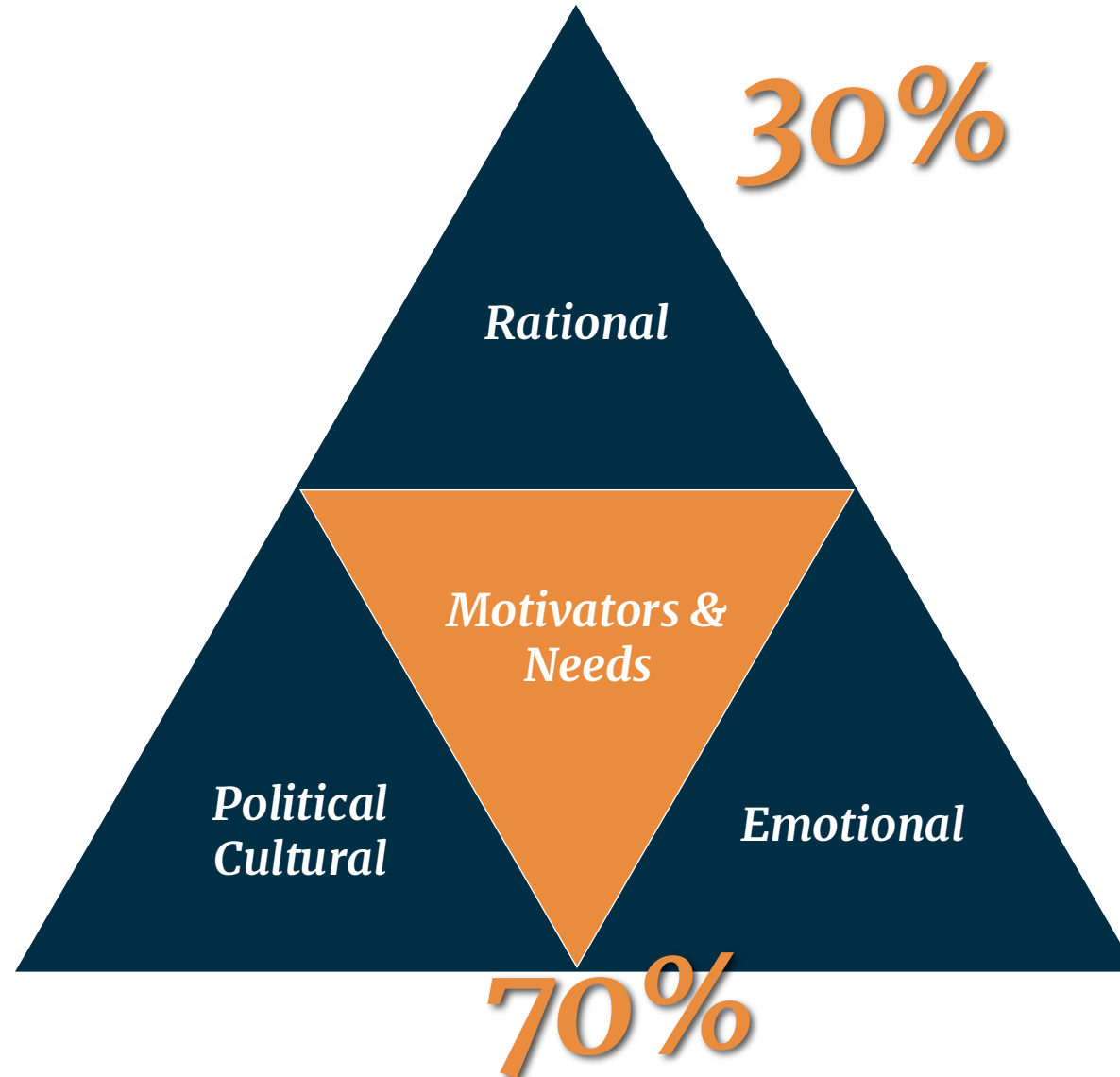
What do you do?

*How do you explain to
customers the service
you provide?*





Why People Buy?



An iceberg floating in a blue ocean under a clear sky. The tip of the iceberg is above the water, and the much larger base is submerged. The text is overlaid on the iceberg, with the visible part above water and the submerged part below water.

30%

Rational

Emotional

70%

Political-Cultural



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The Trust Equation

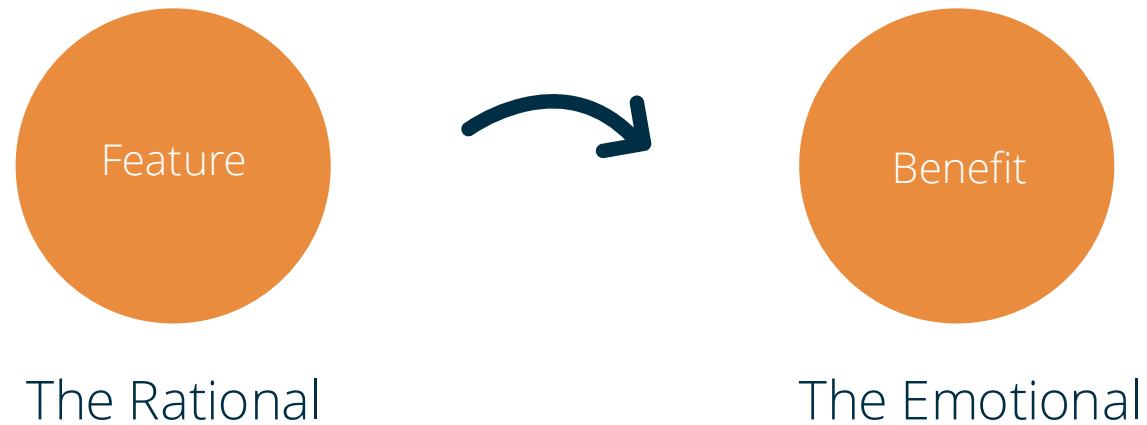
$$\frac{C + R + I}{S} = T$$

Credibility Reliability Intimacy

Self-Interest

Trust

Sales 101

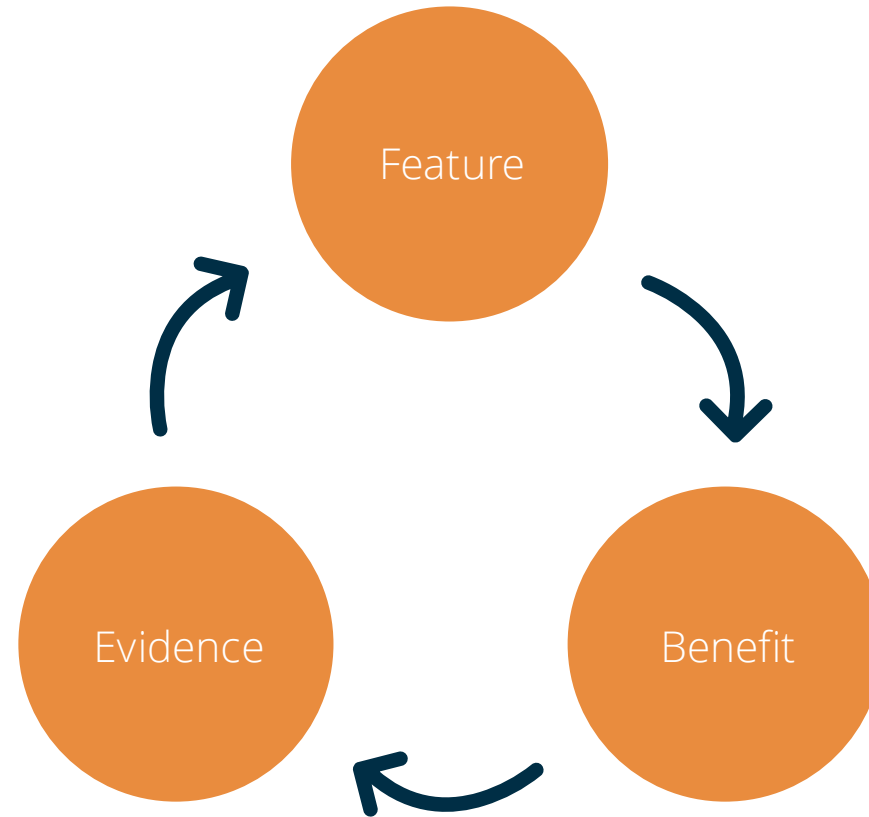


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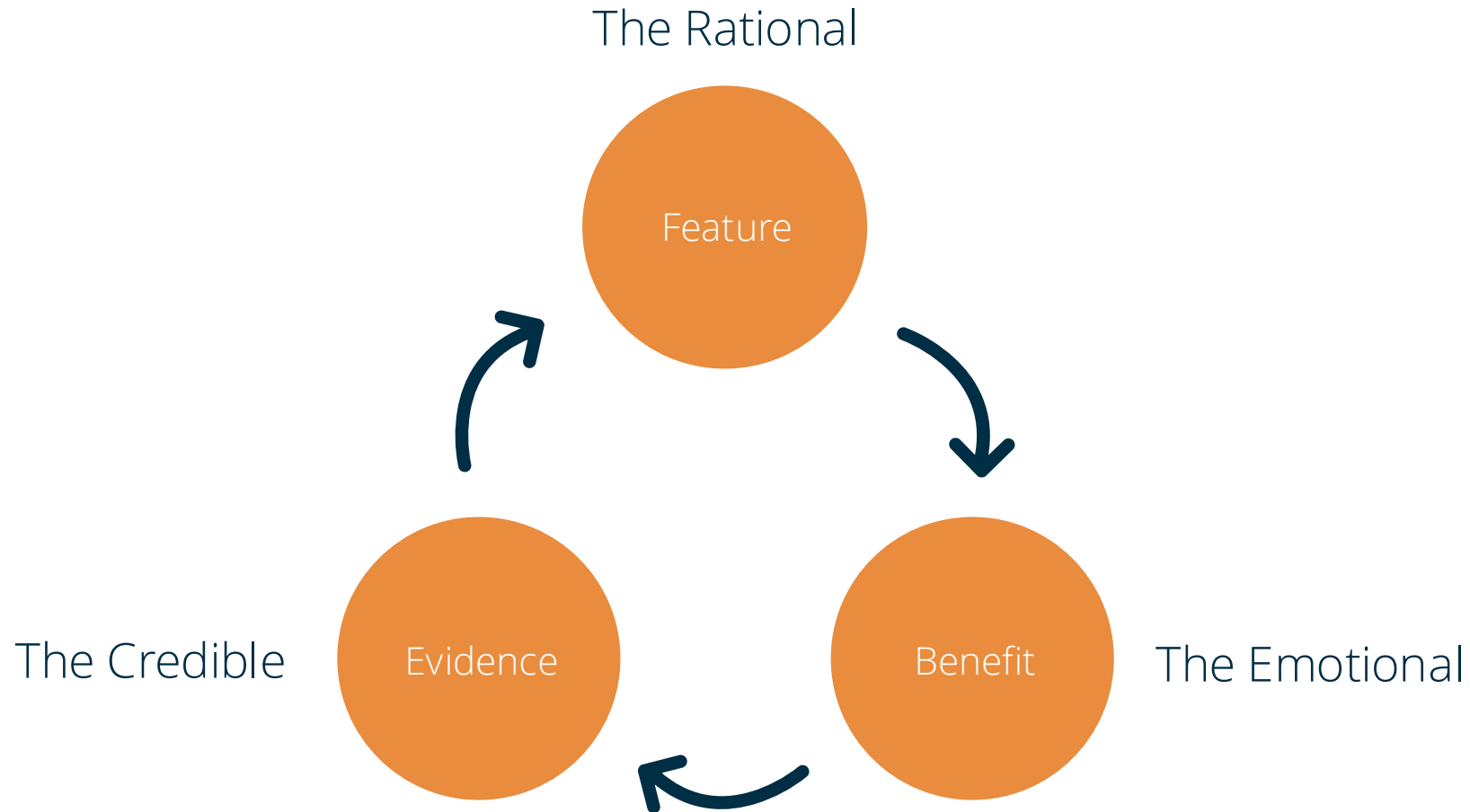
Building the case



Supporting Evidence

1. *Facts*
2. *Statistics*
3. *Case Studies*
4. *Demonstrations*
5. *Testimonials*
 - a. *Expert*
 - b. *Institutional*
 - c. *End User*
 - d. *Popular*
6. *Hypothetical Examples*
7. *Analogies*
8. *Visual Aids*

Building the case

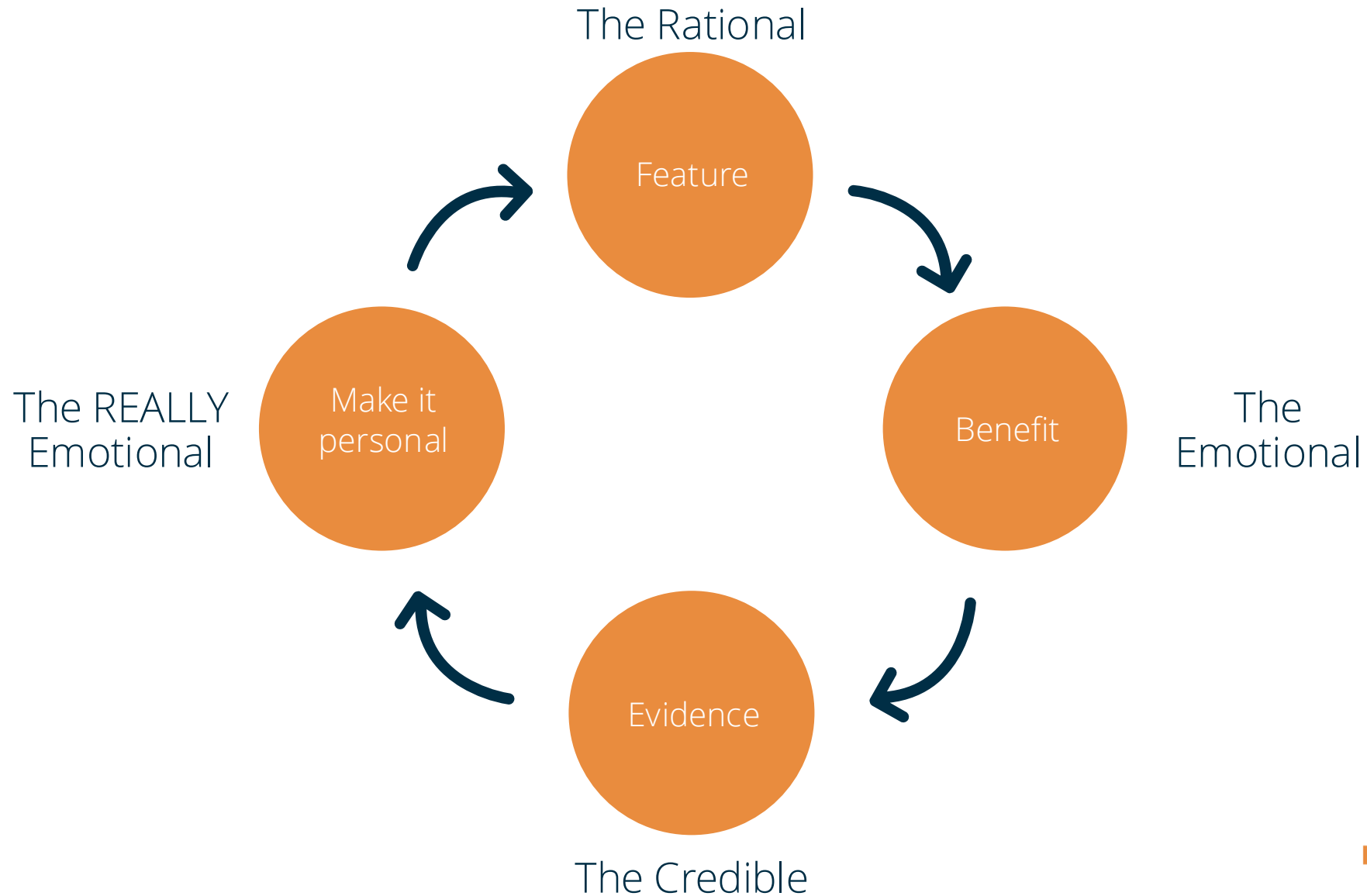


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Driving it home

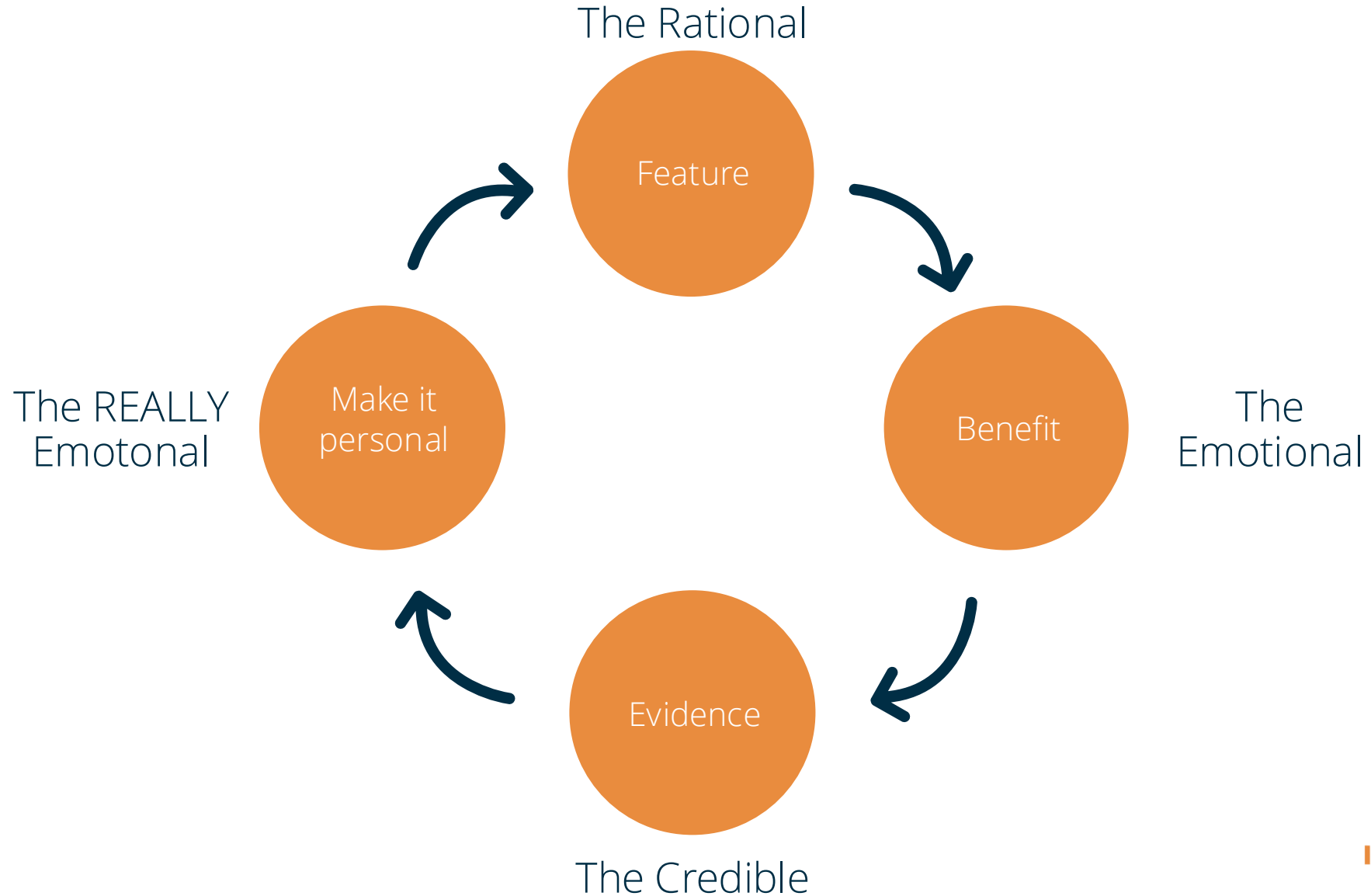


Lemon

*The brain cannot tell the difference between something that is **real**, and something **vividly imagined**.*



Driving it home



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The Problem With Closing

Schrodinger's Cat



Schrodinger's Deal



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 Indicator