# 5 Surefire Ways to Persuade without Being Pushy

Everyone, at some point, is trying to persuade someone else of something. You may be trying to lobby for a promotion at work, trying to sell your product or service, or merely trying to win an argument. Regardless of your intentions, the harder you push, the more likely people will become defensive and back away. Here are five surefire ways you can persuade without being pushy.

## Show Them What They Need

Everyone has a strong inner voice that is always trying to defend their point of view and blocking out the words of someone who is trying to persuade them. You can circumvent this process by presenting visuals in your technique. Charts, graphs, or even sketches can help you get others to see things in another light and give you a better chance of persuading them to your requests.

## Share Positives and Negatives

It can be more persuasive to share an opposing viewpoint or two than sticking solely with your argument. Very few ideas are perfect, and your potential customers know this. Talking about things they are already considering and discussing potential negatives people are more likely to be persuaded.

## Find a Good Reason

The best way to persuade people is to be able to answer the question, “What’s in it for them?” When you are asking someone to do something for you, like buy your product, you have to give them a reason for doing it that is in their own best interest. By having a good reason, you can avoid being pushy.

## Take Yourself Out of the Equation

The art of persuasiveness is influential to success and is something that requires confidence. If you are desperate, your request won't gain ground. To be successful in persuading others, you have to first take yourself out of the equation. You have to determine why your request is beneficial to the other person. Your offer has to be better than the alternatives available if it's not then you won't get anywhere.

## Be Helpful

The real secret to being persuasive is just to be helpful. The ultimate goal of persuasion is to have the power to influence others into buying from you. Providing others with knowledge and connections freely, will make you the go-to resource for others. When others seek you out to solve their problems you are in the perfect place to persuade them you are the best option for their solutions.

Persuading others to do something you need doesn't have to be a high-pressure situation. Use these subtle persuasive techniques to get more customers to buy from you.