

How to use the power of agreement to persuade others



I always say “I could not agree more,” even if I wholeheartedly disagree because whether I completely agree or completely disagree I could not agree more!

Earlier we drew your attention to [The Redefine](#), a powerful technique enabling you to grab back, change the direction and topic of conversations and place ideas into the minds of others thus bringing the subject of any discussion closer to your objective. It is

a logical pattern that follows a formula; we even described it in mathematical terms, the issue is not “X” the issue is “Y,” and that means “Z” and so on.

The Agreement Frame, in stark contrast to the logic employed in The Redefine, appeals to your prospects on an emotional level. Your prospect, to coin a phrase “will not see it coming,” and because of this its often referred to as the Aikido pattern. In Aikido the movement of the attacker is used against them!

Think about these questions for a moment:

- How did you feel on the last occasion someone agreed with your point of view?
- How did you feel about the person agreeing with you?
- What often occurs conversationally when you agree with someone?

Now consider these questions

- How do you feel when someone disagrees with you?
- How do you feel about the person disagreeing with you?
- What occurs conversationally when someone disagrees with you?



When others disagree with us, very often, we are immediately on our guard, and as we persevere to make our point the conversation may become more clinical. Occasionally depending on the context, it may cease altogether, how often have you heard or said yourself, “we will have to agree to disagree on that point, moving on.”

How did you feel when one of your colleagues agreed with something you said? We like it when others agree with us don't we? It is human nature. Have you ever noticed once you say to someone, "I agree," or "You are right," that, usually instinctively they continue speaking offering more information? This happens because they have not detected any resistance to their point of view.

A useful technique that lowers opposition to your ideas and builds rapport with anyone is to agree or at least "appear" to agree with them. If the person with whom you are engaging is not expecting your agreement you have knocked the wind out of their sails, and their resistance to what you are about to say is considerably lowered, hence the earlier Aikido analogy.

How to agree with the disagreeable



Without being entirely unethical, we do not even have to subscribe wholly to our prospects viewpoint when we use the agreement frame. Should something be said that you really cannot accept under any circumstances you may respond with:

- I agree with part of what you've said *and...*
- It is possible at some point I might agree with what you've said *and...*
- I agree you said that *and...*
- I almost agree with that *and...*

By intentionally using this pattern, you have chosen to agree with your prospect to purposefully increase their responsiveness. You will appear aligned to their way of thinking. They will sense this and, as you notice their resistance lowering, you assume control of the conversation and steer it towards your goal.

Review the following statements:

Prospect

We do not need this now

It is not really what we want

It's just too expensive

I have not got time

I imagine you thinking how incomprehensible it is to agree with these objections and, guess what? I agree you might believe that, *and* that is why everything will become clear as we further examine the structure of the response.

Persuader

I agree. You're right. It is entirely possible. You don't need this now *and...*

I agree you have said that *and....*

yes, you are right. I agree. It has a higher value on the market *and...*

I agree time is precious *and...*

The agreement frame pattern structure:

- Agreement Statement + *and* + Linking phrase + Redirect the conversation to the subject of your choice.

Agreement Statement

The agreement statement can be whatever fits with your usual style of communication here are some examples:

- I agree you are right *and...*
- I agree *and...*
- I recognise the value of what you have said *and...*
- I appreciate your stance *and...*
- Maybe you're right *and...*
- Your right *and...*
- I could not have said that better myself *and...*
- You took the words right out of my mouth *and...*
- I agree you might think/have thought that *and...*

You will notice the agreement phrase is separated from the linking phrase by the word "and," this is essential because if you accidentally say "but" you will effectively negate the agreement. Removing "but" from your conversations can take a little practice as all too often we use it without conscious thought, and even less consideration is given to its impact on the listener both consciously and subconsciously.

The Linking Phrase

The next stage is the connecting phrase, choose one that best fits your conversation from this list:

- *and* I'd like to add
- *and* this means that
- *and* I would add / I'd add
- *and* that means this
- *and* that's why/ that is why

Use one of these linking phrases to lead your conversation towards stage three, returning or progressing the discussion towards your objective smoothly.

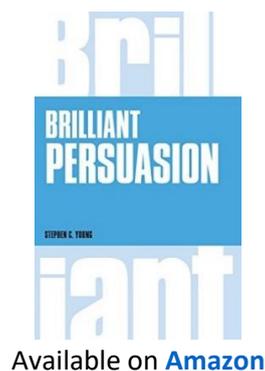
How to reinforce a sense of agreement

One of the most powerful and little-taught techniques to reinforce agreement is to incorporate body language into your presentations and conversations proactively. Look your prospect in the eyes and, while stating your agreement phrase, slowly nod your head three times, this further deepens rapport and shows your prospect you are on their side.

Recap

- the agreement frame will not work if the words but/however or yet separate stage one from stage two
- use only the word "and" to separate stages one and two of the pattern to maintain the forward movement of conversation and lead your subject towards your goal
- practice agreeing with everything anyone says and observe their response
- practice disagreeing with others and notice how the response differs
- nod your head three times as you say an agreement statement (do not already use this technique)
- follow this structure: agreement phrase and head nod + and + linking phrase + topic of your choosing

Finally, start actively listening to political debates on the radio or television and notice how often professional politicians use agreement to lead the interview towards the specific areas they wish to discuss. Thank you for reading this article if you find it interesting and want to learn more about persuasion before you think about buying Brilliant Persuasion you can read a few pages [HERE](#)



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