

13 Topics and Techniques for Getting Buy-in from Your Boss, Peers and Team

By Nancy MacKay, Ph.D

1. **Step out of your shoes.** Spend time anticipating what another will say and how you will respond to his/her objections instead of rehearsing your own story.
2. **Accommodate other personality types.** Develop self-awareness of your own personality type and adapt your communication style to another's personality type.
3. **Establish peer level communication.** Treat another as an equal. His or her time is just as important as yours. Learn about what's important to him or her.
4. **Listen more than you speak.** Ask powerful questions. Listen for objections, perspectives and ideal outcomes.
5. **Narrow the resistance.** Clarify the objections and discuss potential next steps.
6. **Agree with objections and focus on benefits.** Don't defend against resistance.
7. **Appeal to another's self-interest.** Logic makes people think. Emotion makes people act.
8. **Shift another's perspective.** Ask another, "Just for a moment, what if we looked at the situation from my shoes? Or from Joe's shoes?"
9. **Create familiarity.** Make people feel comfortable by highlighting that others have been there and done that. Highlight that others have experienced the same challenges.
10. **Ask for permission.** Use phrases like "May I ask you?" "Would you be willing to?" "May I play devil's advocate?"
11. **Demonstrate credibility.** Talk about your 'three good reasons' to show that you've given this a lot of thought.

