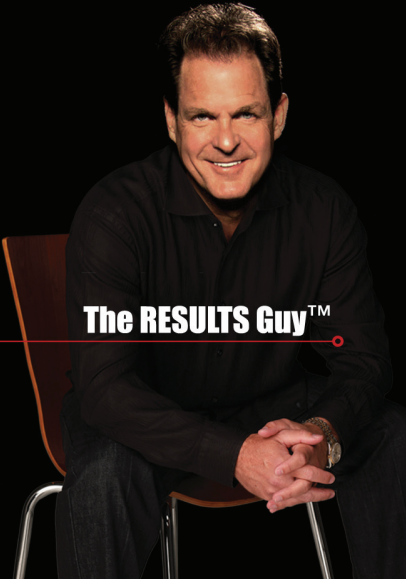


Tony Jeary on
Influence

A photograph of Tony Jeary, a middle-aged man with short brown hair, smiling and sitting on a modern-style chair with a wooden back and metal legs. He is wearing a dark, long-sleeved button-down shirt and dark trousers. His hands are clasped in his lap, and he is wearing a watch on his left wrist. The background is solid black.

The RESULTS Guy™

"Results happen when
people take action.
Become a person of
influence and you
become a person who
creates results."

- Tony Jeary

Message from Tony

In order to really win in almost anything that you do in life, you must first be clear on what you want to accomplish, followed by real action.

Getting people to take action is a powerful asset. We have all had people in our lives who have heavily influenced others to take action. What did they do differently than others who were not as influential?

Based on two decades of research, study and refinement, I have identified 25 best practices that influence buy-in and drive people to execute. Knowing how to best *influence* others to take action will produce growth, revenue and overall, more effective bottom-line results.

Serving the best,



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INFLUENCE

- 1 Give **Recognition**. People will follow if you let them shine. Let them shine. (Prospects, subordinates, clients, everyone.)
- 2 **Help Others Win** and be right— a lot! Manage the temptation to show off and be smart personally; experience the magic of letting others win.
- 3 Build a **Value Arsenal** to share. Have an electronic version and, in some cases, a hard copy. This can include websites, video clips, special reports, articles, brochures, products, props, and more.
- 4 Take stock of **Who You Know** and who will help you. Build and nourish your network. Develop win/win opportunities for others to collaborate with you.

- 5 Do **Favors in Advance** and reap the rewards of reciprocity. Become a person who is willing to give, share, and create value for others.
- 6 Discover and be aware of **What Others Really Want** and care about. Verbally ask people what's important to them, their organization, their company, their colleagues, their associates and all those around them.
- 7 Figure out **What You Really, Really Want**, down to the smallest detail. Clarity creates a pulling power that has a major influence on yourself and those around you. Take time to write down or type into your computer/smart phone what's important to you, your objectives and why.

8 Show people the **Clear Picture** – literally. Use a map or other visual, verbally describe the opportunity, and include how to overcome any potential roadblocks.

9 Present to people **The Way They Want to receive**, not the way you want to deliver (text, phone, written). If you do, you will gain greater buy-in.

10 **Label** and praise people in a way that makes them want to live up to it. Example: “I was told your organization is extremely progressive,” followed by, “I was hoping you could implement...”

11 Give people the **Why** so they will take action more quickly. People have an intrinsic desire to know how things fit together in the bigger picture and often speed up their actions accordingly.

12 Get and keep **Momentum** going. Once an object is in motion, it stays in motion as long as there is no friction. Have the discipline to strategically keep things moving along.

13 Leverage the **Wow Factor** to get people to change their outlook. Wow moments can create *Pattern Interrupts*, which dramatically reduces one’s tendency to be defensive or defend their position.

14 Leverage **Social Proof** via testimonials. It can be a peer, an elder or an authority figure. People do what other people do and/or what is validated by others they respect.

15 Understand that others’ unconscious **Associations** can affect outcomes. Surround yourself with the right people. They impact your brand and, ultimately, how people perceive you and your communication.

16 Be early, be **Presentation Ready**, be prepared, maximize time – yours and others'. Carry tools; take the time to have things organized on your computer, smart phone, and slate devices so you're ready on a moment's notice.

17 Be flexible and communicate in the **Style** that matches the recipient's personality. When presenting to a group, vary your style so that every person feels spoken to. Understanding personalities is important when winning people over – leverage each person's personality style to achieve the most desired outcomes. One of the most common profile models is the DISC:

D = Direct & high level, results-oriented

I = Enjoy a fun format, influential

S = Step by step with a smile, steady, loyal

C = Lots of detail, want a clear path

(see my book, *Presenting with Style*)

18 **Show People** how to help you so they won't focus on how it can't be done. Don't assume that people will make the connection on their own of how to best use your products or services. Take ownership of the outcome. Spotlight the possibilities so they won't dwell on the potential obstacles.

19 Approach people with **Visual and Mental Confidence**, and they will follow accordingly. Your dress, wardrobe, grooming, and presence all greatly impact how people perceive your message. It creates your **personal brand**.

20 Use **"I'm hoping you can help me out"** as a powerful and positive opener. Let people confirm they will help you and then proceed with a specific request.

21 Practice “Planned Spontaneity” **to Preempt Objections**; prepare responses ahead of time, and make it easy to get a “yes.” Take the time to think about, brainstorm and, in some cases, actually list out why people may say no, stall, or pause. Then genuinely address each one in your communication.

22 **Listen.** If you want to be able to influence someone, you have to hear what they are really saying. People want to know that they have been heard.

23 Be prepared for the **What-ifs** and build contingency responses for each. Sometimes people show up late to an appointment or a call, extra people are invited, or people have to leave the meeting early. Be prepared for as many scenarios as possible (i.e., prepare a handout, have extra copies, summarize throughout, etc.).

24 Be a **Story Teller.** Connect the dots, engage and persuade. It could be your story, a story you heard, or a story you read about. All stories have the potential for a strong impact. Remember to be real, manage the length, and engage during the telling of your story. Have an arsenal of different stories that you can use for different audiences or different subjects. People will appreciate that you took the time to customize something to their situation.

25 **Exceed Expectations** and people will want to help you over and over!

*“When dealing with people,
let us remember we are not
dealing with creatures of
logic. We are dealing with
creatures of emotion.”*

- Dale Carnegie

Focus

Take the five that most apply to your world and your style and write them down. Get good at them and then move on to the next five! Add your own and continue to reevaluate and refine.

About Tony

For more than two decades, Tony Jeary has advised CEOs and other high achievers on how to discover new clarity for their vision, develop focus on their direction, and create powerful execution strategies that positively impact achievement and results.



Tony coaches the most accomplished people in the world, including presidents from: Wal-Mart, Sam's Club, Ford, American Airlines, HP, USANA, Firestone, Samsung, and New York Life.

Tony practices his business mantra, "Give Value... Do More Than is Expected."

Tony lives and works on his estate in the Dallas/Fort Worth area with his wife of over 20 years and his two teenage daughters with whom he has also co-authored.

What We Can Do For You

Strategic Acceleration

Let us work with you to develop a customized strategic plan for more clarity, focus and execution hence more accelerated results! We help people get the right results, faster.

Communication/Presentation Mastery™

Train (Certify) your team to maximize every business opportunity, meeting and talk.

Results Coaching

Having coached the world's top CEOs and earners, Tony understands the need for speed in today's marketplace. Benefit from 20 years of best practices from the best of the best.

Strategic Acceleration Studio

Experience the *Strategic Acceleration Studio* and have at your fingertips two decades of best practices, processes and tools for accelerating dramatic, sustained results in your organization.

Culture-Changing Webinars

Most organizations struggle with weekly meetings, poor email standards resulting in too many meetings and too many emails costing valuable time. Results are dramatically being hurt because of people operating in overwhelm.

Tony has taken his expertise and developed simple 30-90 min. webinars that can save thousands of non-productive hours for an organization and greatly impact results. Let us discuss impacting your culture. Subjects include:

Email Effectiveness	Communication Mastery
Engagement	Dealing with the Speed of Life
The Art of Results	Time Effectiveness
Influence	Meeting Effectiveness

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Scan the QR code with
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**We enjoy helping
our clients get the
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