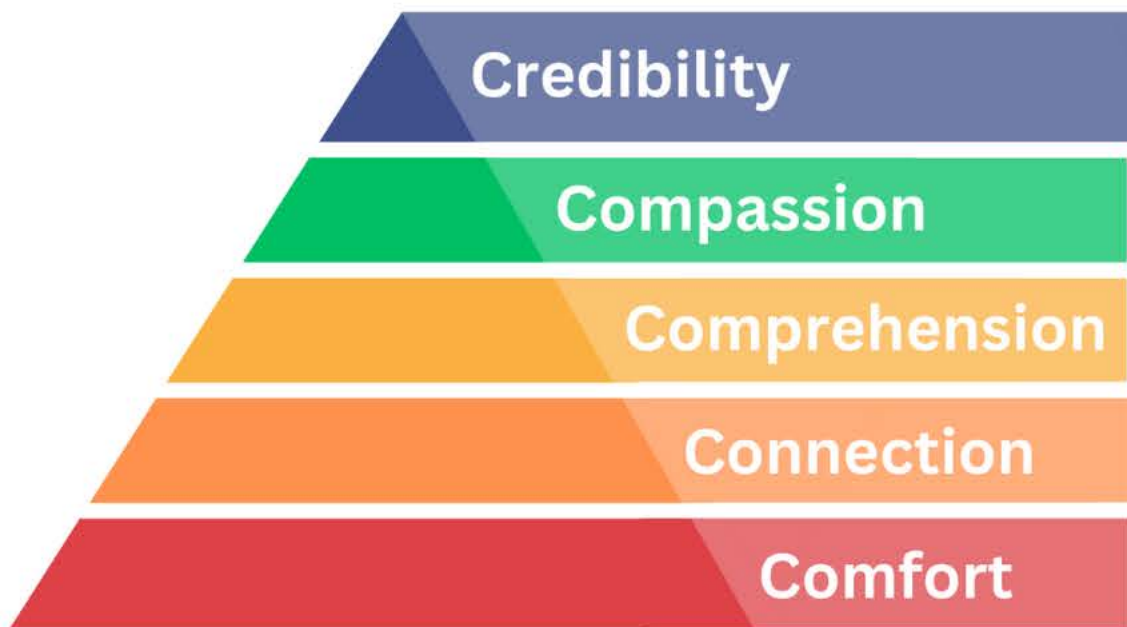


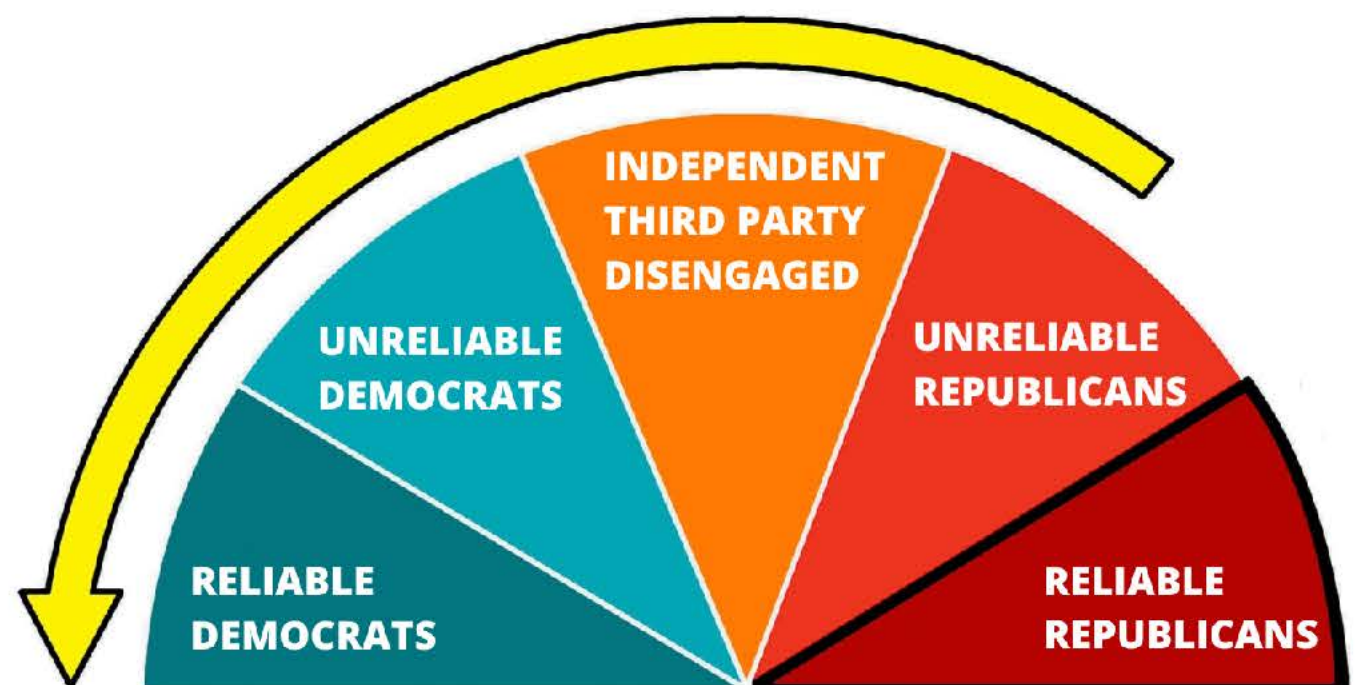
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Pyramid of Trust



- Comfort:** Show you won't attack or try to control them
- Connection:** Show interest, establish affinity, and form an alliance in pursuit of common goals
- Comprehension:** Show you understand them and their point of view
- Compassion:** Show you care about them and aren't just out for yourself
- Credibility:** Show you're rational, knowledgeable, and unbiased

Spectrum of Allies



PERSUASION CONVERSATION CYCLE

