
BBC LEARNING ENGLISH

English Together

Persuasion



This is not a word-for-word transcript

ዘሩባቤል

ሰላም! ስለአንድ ጉዳይ ወደምንወያይበትና ስለጉዳዩ ለማውራት የሚያስፈልገውን ቋንቋ ወደምናቀርብበት የEnglish Together ዝግጅት እንኳን በደህና መጡ። ዘሩባቤል እባላለሁ። አብረውኝ ደግሞ. . .

Phil

Hi, I'm Phil.

Sam

And I'm Sam, hello.

ዘሩባቤል

የዛሬው መሰናዶ ስለማሳመን ነው። ስለዚህም ስለሽያጭ ባለሙያዎች በሚያወሳ ጥያቄ እንጀምር። ስራቸው ማግባባት እና ማሳመን ነው። Organizational Behavior and Human Decision Processes የተባለው መፅሄት እንደሚለው የሽያጭ ባለሙያዎችን ስኬታማነት የሚያሻሽለው ከፈረቃቸው በፊት ምንን ማሳየት ነው?

ሀ) ሳምንታዊ የሽያጭ ቁጥራቸውን

ለ) ድጎማቸውን በምን ነገር ላይ ማፍሰስ እንደሚችሉ ወይንስ

ሐ) የስኬታማ አትሌት ምስል

ፊል ምን ይመስልሃል?

Phil

I really don't know.

Sam

If people see their sales figures, they can work out what they need to do to improve – facts, logic and reason – that's what it's all about.

ዘሩባቤል

'logic' አመክንዮን ጠቅሰሃል ሳምን፤ በጄይ ሄንሪክስ የሚቀርበውን እና በቢቢሲ ሬዲዮ አራት ላይ የቀረበውን መሰናዶ እናዳምጥ። መሰናዶው አንድን ሰው ስለማሳመን ነው የሚያወራው። አቅራቢው ስለ logic የጠራ አመለካከት ነው ያለው።

Insert

Well, the first thing I say, I get straight from Aristotle who, as you know, wrote the book on logic as we know it today. Aristotle himself said that logic is not the most powerful tool of persuasion. Now here I am on a highly logical programme, so forgive me for this, but Aristotle actually said that if you can get people to like and trust you, that's the more powerful tool.

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ስለዚህም logic ዓይነተኛው የማሳመኛው መሳሪያ አይደለም፤ ስለዚህ ጉዳይ ምን ትላለህ ሳም?

Sam

Yeah, I'm not convinced – If you make a logical argument, using facts, people will be persuaded.

Phil

But we deal with people, not computers – and people sometimes make decisions illogically. We learnt from that interview that people need to have the trust of the other person to be persuasive.

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ስለዚህ 'trust' እምነት ማለት ነው። I find people who are kind more trustworthy. But why do you think it is so persuasive?

Phil

OK, think about when you go shopping – do you sit down, compare prices and quality and make a logical decision, or do you go for the shop, or brand that you trust? A shop might be very cheap, but if you are distrustful of the brand, you probably won't buy anything.

Sam

I am very trusting of logic. I like to compare all the prices. You can have a look at my spreadsheet if you want?

Phil

Yeah, that sounds fun. I use trust when I'm choosing where to shop, and I use trust when I choose who to believe and an important part of that for me, is their credibility.

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'Credibility' ተግባራዊነት ማለት ነው፤ ሰዎች ስለሚናገሩት ነገር በትክክል ያውቃሉ ወይ ከሚል የሚነሳ። I think the best way to show that someone is credible is reputation መልካም ስም ማለት ነው።

Sam

If I show people when their logic is flawed – I'm sure that will help them see my credibility. I don't think they like it when I do it, though.

Phil

Well, that's the other thing that we heard about – Aristotle said it was important to get people to like you. You need to build a relationship.

ዘሩባቤል

I definitely agree ግንኙነትን ለመመስረት 'building a relationship' የምሰጠው ምክር is trust እምነት ማለት ነው።

Phil

If you are good at relationship building, and can show people that you are credible and get them to trust you – then you will have a much better chance of persuading them.

Sam

Maybe that's where I've been going wrong.

ዘሩባቤል

እኛ፤ ቀደም ሲል ሰንዘራዎች የነበረውን ጥያቄ ያስታውሳሉ፤ የሽያጭ ሰራተኞችን ምን ማሳየት ስኬታማነታቸውን እንደሚጨምር ማወቅ ነበር የፈለግነው፤ Organizational Behavior and Human Decision Processes የተባለው መፅሔት እንደሚለው መልሱ ሐ) የስኬታማ አትሌት ምስል ነው።

Sam

That doesn't sound very logical!

Phil

See, it's not always about logic. These things can be complicated. Have I managed to persuade you yet? Do you trust me?

Sam

Hmm, I'm not so sure – have we built a good enough relationship yet, Phil?

ዘሩባቤል

ከመሄዳችን በፊት ዛሬ ስንነጋገርባቸው የነበሩትን ቃላት እንመልከት። logic አመክንዮ ማለት ነው፤ trust መተማመን ማለት ነው። credible ተዳማኒ ማለት ሲሆን building a relationship ደግሞ ግንኙነትን መመስረት ማለት ነው። አብራችሁን ስለቆያችሁ እናመሰግናለን፤ ለተጨማሪ የኢንግሊሽ ቱኔዘር መሰናዶዎች በሚቀጥለው ሳምንት ይጠብቁን።