

# Making a Positive Impression:

## Using the language of persuasion to gain support for your school nutrition program



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# Overview

- Discover the language of persuasion and how it can influence others to support your meal program
- Explore persuasive language techniques that work
- Practice effective body language that leaves a positive impression

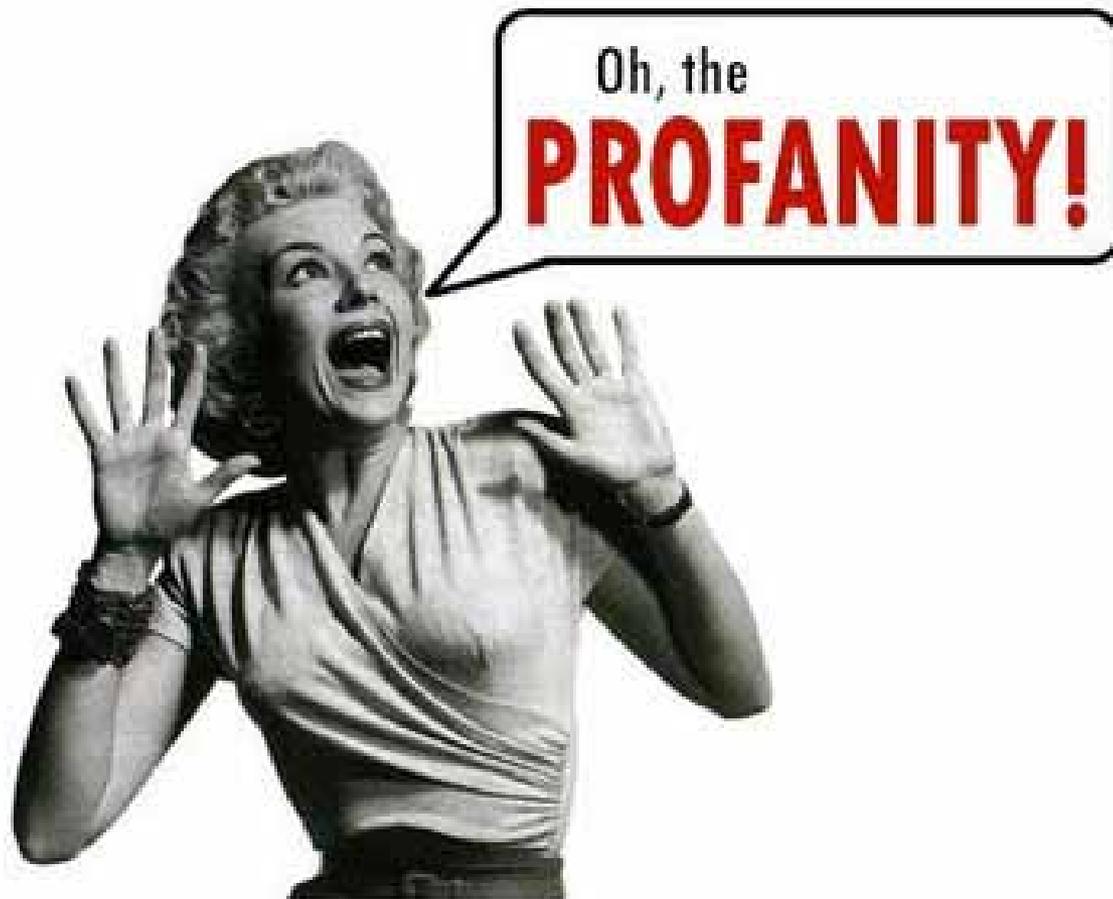
# What are some words that you use to describe your meal program?



Photo provided by USDA

# What is Persuasion?

- It is not a dirty word!



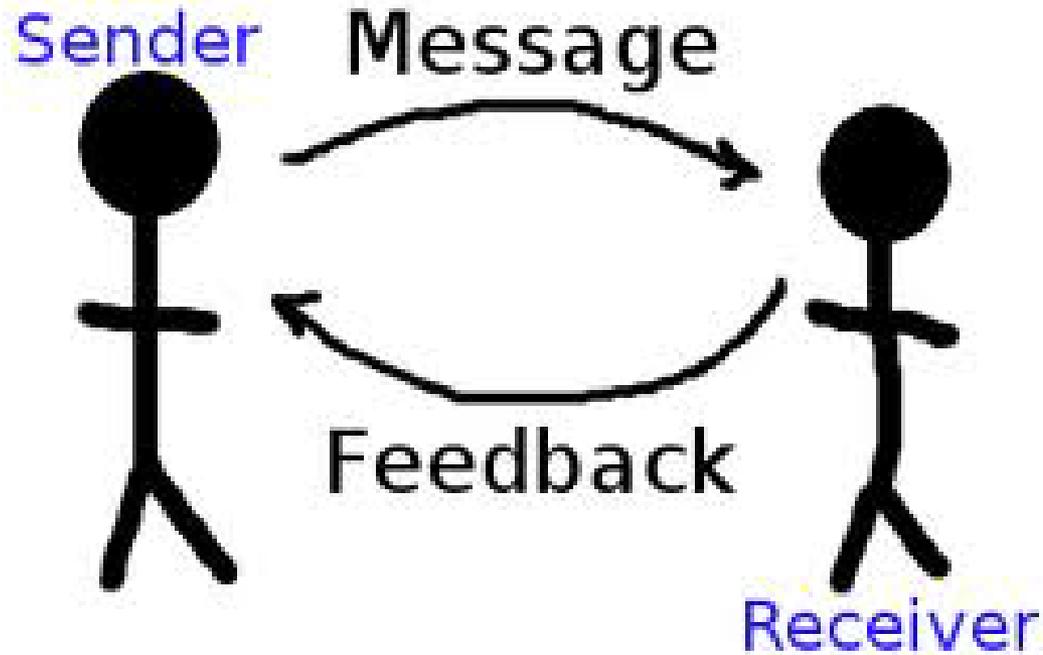
# What is Persuasion?

- It is our friend!



# What is Persuasion?

- It is a central feature of every sphere of human communication
- Persuasion is about what you say and the way you say and interpret it for others to hear.



# The Value of Building Relationships

Building understanding and establishing credibility between you and your school community

Regarded as a trustworthy source

Make personal contacts

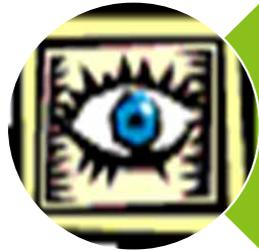
Make deposits in the “credibility bank” in case of a crisis

Help your school community have a deeper knowledge and understanding





# Everyone views the world through a mix of three houses



Visual



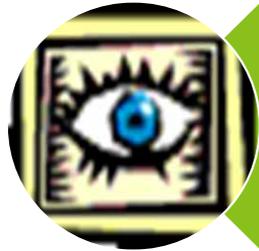
Auditory



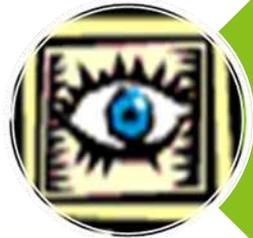
Kinesthetic



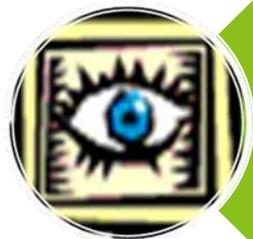
# Everyone views the world through a mix of three lenses



Visual



People who primarily use their eyes to perceive the world and trust the images they see as a basis for decisions



About 38%



# Everyone views the world through a mix of three lenses



## Auditory



People who primarily use their ears to perceive the world and who depend on the spoken words for their information that determines their behavior



## About 28%



# Everyone views the world through a mix of three lenses



Kinesthetic



People who “feel” their way through their experiences. They use their feelings to make their life decisions



About 34%



## **Important things to keep in mind during a conversation:**

- Look at the person you're listening to
- Focus on hearing them
- Mirror back to them what you just heard
- Ask questions for clarity
- Look for the triple win



# Important things to keep in mind during a conversation:

- Assume the best
- Recognize the conversation is about the program not you personally
- Recognize you are the expert and be confident, fear paralyzes you
- Be honest with your words while endorsing your responsibility



# S\*#@ Happens: What's your plan?

- Be proactive
- Plan ahead
- Develop key messages for issues that may arise
- Give printed key messages to your staff
- Train your staff on key messages



## True or False:

# It's never okay to disagree on an issue?

False:

You can disagree without being disagreeable and actually persuade others by:

- identifying shared values and using “we” statements
- using credible facts / relevant info
- Using polite, courteous language, while still holding true to your assertion.

# Overview: Persuasion Techniques

- Remember, it's not just **WHAT** you are saying, it's also **HOW** you say it.
- What factors increase your credibility?
  - Establishing rapport (“we”, “us”, similarities)
  - Perceived as caring
  - Positive and proactive language
  - Highlighting your area of expertise (child nutrition, food safety, nutrition education)
  - Confident non verbal cues





# Thank you!

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