

**365**  
**Powerful**  
**Ways to**  
**Influence**

*Praise for 365 Powerful Ways to Influence*

“Don Hendon has created a masterful classification of 365 persuasion tactics that can supply ammunition in all sorts of influence situations.”

—Philip Kotler, S.C. Johnson & Son Distinguished Professor  
of International Marketing at the Northwestern University Kellogg Graduate  
School of Management in Chicago

“Donald Hendon gets to the very heart of human interaction with his *365 Powerful Ways*. The book is so valuable that it ought to be part of every person’s bookshelf, and not just every business person—every person. His truths are timeless and extremely valuable. Many readers’ lives will be made more successful with just one reading of this extraordinary and well-written book.”

—Jay Conrad Levinson, the guerrilla-marketing guru and author of *Guerrilla Marketing*

“This book is filled with great tactics for the little guy.”

—David J. Lieberman, speaker and author of *You Can Read Anyone* and *How to Change Anybody*

“At some point in every day we cast our net of influence, hoping to fairly persuade those we come in contact with. Don’s book offers daily nuggets that are quite easy to implement. I call it compassionate negotiation, and Don has mastered it in *365 Powerful Ways*.”

—Frank T. McKinney, author of *Frank McKinney’s Maverick Approach to Real Estate Success*

“Some speakers motivate, some teach, and others entertain. Don Hendon does all three—and very well!”

—Leil Lowndes, author of *How to Talk to Anyone*

“Don Hendon has made a lifetime study of negotiating tactics. In this fascinating book, he tells you how to defend yourself against unethical tactics and how to use negotiating skills to get a better deal from any situation.”

—Roger Dawson, author of *Secrets of Power Negotiating*

“Donald Hendon’s new book gives the reader a unique perspective on how to better engage in negotiating—the game of life.”

—Herb Cohen, author of *You Can Negotiate Anything* and *Negotiate This! BY Caring, But Not T-H-A-T Much*

“Before you ever negotiate again, learn what Don Hendon can teach you about what cards to hide up your sleeve and what whispered hints to tuck behind your ears that can let you hit your jackpot while your opponents are still wondering what it was that just hit them.”

—Mack Hanan, author of *Consultative Selling* and *Key Account Selling*

# **365 Powerful Ways to Influence**

**Donald W. Hendon**



PELICAN PUBLISHING COMPANY  
GRETNA 2010

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### **Library of Congress Cataloging-in-Publication Data**

Hendon, Donald W.

365 powerful ways to influence / by Donald W. Hendon ; foreword  
by Tony Alessandra.

p. cm.

Includes bibliographical references.

ISBN 978-1-58980-725-9 (hardcover : alk. paper) 1. Negotiation.  
2. Influence (Psychology) 3. Persuasion (Psychology) 4. Success.  
I. Title. II. Title: Three hundred sixty-five powerful ways to  
influence.

BF637.N4H46 2009

153.8'52-dc22

2009020077

Printed in the United States of America

Published by Pelican Publishing Company, Inc.

1000 Burmaster Street, Gretna, Louisiana 70053

*To Eda, the dearest love of my life.  
Also to a bunch of Laredoans, especially John Seawell  
and Paul Young—you guys know why!*



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## Foreword

I told Don Hendon once he should change his middle name from Wayne to Wild Thing. That's because his wildly unique and creative blend of persuasion-influence-selling-motivating-negotiating techniques work so well, so often, and in so many nations, not just here in the United States. He has been a "hired gun" for business and government executives in thirty-six nations on six continents for many years, helping them make deals with people from at least seventy-eight nations. (He told me he stopped counting at seventy-eight.)

He has given several thousand seminars and workshops on persuasion, influence, selling, motivation, and negotiation since the 1970s, mostly outside the United States. People who attended his presentations have asked him often to write a book on the subject, and he finally did. You are holding it in your hands now. It is the most comprehensive book I have ever seen on the subject—365 tactics, plus a "leap year" tactic. This guide is full of practical advice that will make you a winner not only in the business world, but also in your personal relationships. After reading it, you will find it becomes much easier to change people's minds by breaking down their natural resistance and by increasing their emotions of desire and acceptance. It is surprisingly easy to master ALL of these tactics, even those you have never heard of. Don shows you how.

Some of the highlights include:

- Why children are so good at persuasion and how you can emulate them
- Body language—more than fifty signs to look for, the body language of lying, and how you can use your own body language to manipulate others
- Strange powers you never even THOUGHT about, such as

the power of having others dislike you, the power of powerlessness, and the power of stupidity

- The twenty-eight do's and don'ts of making concessions
- Why poker players and chess players make great negotiators
- The rule of three
- Turning the tables on TOP (the other person) and why this works so well
  - Spotting scams, cons, and smokescreens
  - Wish lists vs. reality lists
  - Twenty-three bullying and intimidating tactics—and how to overcome them
    - Santa Claus power and how it can backfire
    - Doomsday and other ultimatums
    - How to turn your losses into gains
    - Delay—how to do it, when to do it, when not to do it, how to spot it
      - The dog ate my homework, the devil made me do it, and other similar excuses
- Winning by confronting, controlling, and overwhelming TOP
  - Sex and other temptations—when they work and when they don't
    - Escalation—why it works so well and so often
  - Nineteen psychological warfare techniques, including the power of YUCK
    - Blatant lies and lying with statistics
    - When to shut up and when to speak out strongly
    - The two G-spots—gullibility and greed
    - Embarrass TOP on purpose
    - Opposites don't attract. Likes attract
    - Win-win: It's not just for goody-goody's
    - How to deal with people who have nothing to lose—willing martyrs, altruistic whistle-blowers, and hostage-takers
      - How to win at auctions

You will learn a lot about yourself, too. You will learn what kind of persuader-influencer you REALLY are and whether you are a saint or a sinner, a balanced or unbalanced person. You might think you are a cooperative kind of person, but after taking a couple of short tests, you will know for sure. You might fit into the win-win category or the strong persuader category. Don also

makes it easy to find out what kind of person TOP is, too.

Exhibit 7 in chapter 18 is especially good. In this chapter, the author explains how a strongly persuasive person deals with a submissive person (“Is TOP too good to be true? Let’s see how far I can go.”); how a submissive person deals with a strongly persuasive person (“I want to please TOP, so I’ll give in quickly.”); how a win-win person deals with a dirty trickster (“This is the biggest challenge of my entire life.”); and how a dirty trickster deals with a win-win person (“I’ve got to fool TOP into thinking I want them to win, too.”).

In addition, you will learn a lot about TOP as well, especially if you follow Don’s advice and study which tactics they use against you the most. This will help you come up with winning countermeasures in advance. Knowing what TOP is going to do in advance will help you in your personal and professional life, teaching you skills such as how to deal with attorneys (hostile and friendly), communicate and listen, conflict management, and many others.

Finally, it was a lot of fun for me to read this book. You will find that Don’s humor comes through in many places. When you read chapter 1, which talks about how to outwit a very hard-sell car dealer, you will smile and laugh often.

**Warning:** Get this book before your competitors do.

DR. TONY ALESSANDRA,  
author of the *Platinum Rule:  
Discover the Four Basic Business  
Personalities and How They Can  
Lead You to Success and  
Non-Manipulative Selling*



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