



MIB1302—ENGLISH COMMUNICATION SKILLS FOR INTERNATIONAL BUSINESS

Persuasive Strategies

The AIDA Framework for International Business Presentations

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Learning Objectives

By the end of this session, students will be able to apply persuasive communication strategies in real international business contexts.

1

Explain the AIDA Model

Understand the AIDA persuasion model and how it applies to business presentations in professional and cross-cultural settings.

2

Identify Persuasive Techniques

Recognize and analyze persuasive techniques used by effective business communicators across industries and cultures.

3

Apply AIDA Structure

Plan and deliver a persuasive message using the AIDA framework as a structural guide from opening hook to closing call to action.

4

Evaluate Ethics

Assess the ethical boundaries of persuasive communication and distinguish principled influence from manipulation.



Why Persuasion Matters in Business

Every business presentation is, at its core, an attempt to **change minds, gain approval, or inspire action** — whether you are pitching to investors, briefing a team, or presenting a proposal to clients in another country.

93%

Decisions Influenced

of business decisions are shaped by how information is presented, not just what is presented

×3

More Likely to Act

Structured persuasive messages are 3× more likely to result in decisive audience action

AIDA

The Global Standard

The foundational framework used worldwide in marketing, sales, and high-stakes business communication

The AIDA Model

A proven 4-stage framework for persuasive communication



A — Attention

Grab your audience's focus immediately with a hook, question, or surprising fact within the first 30 seconds.



I — Interest

Build relevance by connecting your topic to the audience's needs, problems, or goals with evidence and story.



D — Desire

Create emotional or rational motivation — make them genuinely want what you are offering.



A — Action

Give a clear, specific call to action — tell them exactly what to do next and when.

A — Attention: Grab Your Audience in 30 Seconds

The first 30 seconds of any presentation determine whether your audience leans in or mentally checks out. Your opening must create an immediate reason to listen.

💡 Shocking Statistic

"Over 70% of product launches fail globally due to poor communication — not poor products."

Use a number that directly challenges the audience's assumptions and forces them to reconsider what they thought they knew.

💡 Provocative Question

"If your competitors were in this room right now, would you still deliver the same presentation?"

Engage the audience mentally before the first slide. A well-placed question activates curiosity and personal reflection.

💡 Vivid Story / Scenario

"Imagine you are the CFO of a major airline. You have 10 minutes to convince the board to approve a \$50M investment."

Transport your audience into a relevant, high-stakes context that makes your message immediately feel personal and urgent.

I — Interest: Build Relevance & Credibility

What Builds Interest?

- Connect your topic to the audience's specific goals or pain points
- Provide relevant background data—make the problem feel real and urgent
- Use storytelling: a relatable character facing the problem you solve
- Establish your credibility: why should they trust *you* on this topic?
- Preview the solution—without revealing everything just yet

Example: Interest Stage in Action

Context: Presenting a new B2B software tool to a procurement team in Germany.

"German procurement teams lose an average of 340 hours per year to manual vendor tracking. Your team manages over 200 vendors. Based on industry benchmarks, you could be recovering 2 full weeks of productivity per quarter — and I will show you exactly how."

Notice how this statement quantifies the pain, connects directly to the audience's situation, and promises a solution—all in three sentences.

D — Desire: Make Them Want It

The Desire stage bridges understanding and commitment. It combines logical evidence with emotional resonance to create a compelling sense that your solution is the right — and necessary — choice.

Rational Appeal

- Cost savings and ROI data
- Efficiency metrics and benchmarks
- Risk reduction statistics
- Comparative analysis (before vs. after)
- Logical cause-and-effect reasoning

📄 *"Adopting this system reduced operational costs by 28% in comparable firms within 6 months."*

Emotional Appeal

- Vision of success and transformation
- Fear of missing out (FOMO)
- Pride, status, and recognition
- Trust, belonging, and shared identity
- Stories about real people and real impact

📄 *"Imagine walking into your board meeting next quarter with confidence that your numbers are already ahead of target."*

A — Action: Close with Clarity & Confidence

The Action stage fails when it is vague. **Never let your audience wonder what happens next.** Every call to action must be specific, time-bound, and easy to say yes to.

✓ Immediate Action

"Please sign the agreement today so we can begin implementation on Monday."

✓ Next-Step Action

"I would like to schedule a 30-minute follow-up call this week. Can we confirm a time now?"

✓ Decision Request

"We need your approval by Friday to meet the Q2 deadline. Shall we proceed?"

□ Avoid vague closes:

"Let us think about it." · "Contact us sometime." · "Whenever you are ready." — These phrases signal uncertainty and give the audience permission to delay indefinitely.

AIDA in Practice — Case Study

Scenario: A logistics company (Thailand) pitching to a Japanese retail chain

A — Attention

1

"Japan's retail sector saw a 23% increase in delivery disputes last year. Customers are walking away — and your logistics provider may be why."

2

I — Interest

"Your current partner averages 3-day resolution times for disputes. Japanese retail consumers expect resolution within 24 hours — and 68% will not return after a bad experience."

3

D — Desire

"Our AI-powered tracking system reduces dispute resolution to under 18 hours. Three of your direct competitors adopted our solution this year. You can be ahead of the fourth."

4

A — Action

"I have prepared a 30-day pilot proposal tailored to your Osaka distribution hub. Can we schedule a technical review with your operations team this week?"

Persuasive Language Techniques

AIDA provides the structure — but these four classical tools determine the quality of persuasion at every stage. Master communicators blend all four fluidly.



Credibility

Cite qualifications, reference credible sources, and show proven results.

"As a logistics partner to 40+ multinational firms..."



Emotion

Use relatable human stories and vivid before/after pictures that tap into shared values.

"Every delayed shipment is a family waiting for medicine..."



Logic

Present data, statistics, and clear cause-and-effect reasoning that anticipates objections.

"The data shows a 3:1 ROI within 12 months."



Timing

Acknowledge current trends, create urgency with deadlines, and frame your offer as time-sensitive.

"Q2 pricing ends Friday—here is what you lock in today."

Ethics in Persuasion

Persuasion becomes manipulation when it **exploits rather than informs**. Ethical communicators respect their audience's intelligence, autonomy, and cultural context.

✓ Ethical Persuasion

- Present accurate, verifiable data
- Acknowledge limitations and trade-offs honestly
- Respect cultural communication norms
- Give your audience genuine freedom of choice
- Align your message with their real interests and goals

□ Manipulation — Red Flags

- Fabricating or cherry-picking statistics
- Exploiting fear, insecurity, or ignorance
- Hiding important costs, risks, or conditions
- Cultural stereotyping as a sales tactic
- High-pressure tactics that eliminate free choice

Practice Activity: Business Pitching

Scenario: You represent a Thai startup that has developed an eco-friendly packaging solution. You have 5 minutes to pitch your product to a European retail buyer attending a trade fair in Bangkok.

01

Attention

Write an opening hook of 1–2 sentences. Choose from a compelling statistic, a provocative question, or a vivid scenario that immediately engages your buyer.

03

Desire

Provide 1 rational appeal (data, cost savings, compliance benefit) and 1 emotional appeal (brand image, environmental legacy, competitive edge) for your product.

02

Interest

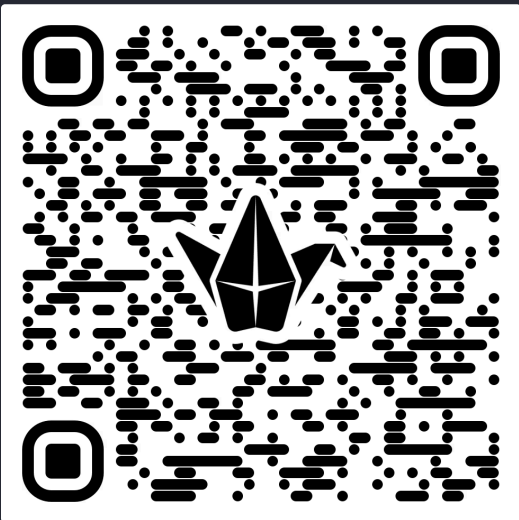
Identify 2 audience-specific pain points the European retail buyer genuinely cares about — think sustainability regulations, consumer expectations, or supply chain risk.

04

Action

Write a specific, time-bound closing call to action that tells the buyer exactly what to do next before leaving the trade fair today.

Go to Padlet to answer each framework



Padlet

Business Pitching

You represent a Thai startup that has developed an eco-friendly packaging solution. You have 5 minutes to pitch your product to ...

Key Takeaways

End of Week 5

→ AIDA Is Universal

Attention → Interest → Desire → Action is a proven persuasion structure that works across industries, cultures, and communication contexts.

→ Blend Rational & Emotional

Effective persuasion appeals to both logic and emotion — data alone rarely moves people, and emotion alone lacks credibility.

→ Four Classical Tools

Credibility, emotion, logic, and timing are complementary persuasive tools that strengthen every stage of the AIDA model.

→ Ethics Build Long-Term Trust

Ethical persuasion earns lasting relationships. Manipulation may win a deal — but it destroys credibility permanently.

→ Clarity Closes Deals

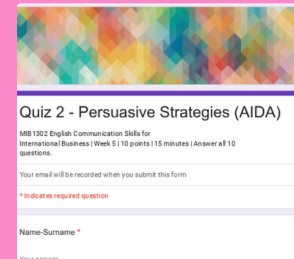
The Action stage must be specific, time-aware, and confidence-driven. Never leave the audience guessing what to do next.

Quiz 2

10 points

The quiz will cover:

- AIDA stages and their functions
- Identifying persuasive techniques in context
- Ethical vs. unethical persuasion
- Writing effective calls to action



The screenshot shows a Google Docs form titled "Quiz 2 - Persuasive Strategies (AIDA)". The form includes the following text: "MIB1302 English Communication Skills for International Business | Week 5 | 10 points | 15 minutes | Answer all 10 questions." Below this, there is a note: "Your email will be recorded when you submit this form." A red asterisk indicates a required question: "* Indicates required question". The form has a field for "Name-Surname *" and a section for "Your answer".

Google Docs



Quiz 2 – Persuasive Strategies (AIDA)

MIB1302 English Communication Skills for International Business | Week 5 | 10 points ...