

# Business English

język angielski biznesowy

kieszonkowy  
**poradnik**  
biznesowo-  
językowy



MANIPULATION TECHNIQUES

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## Business English Language Guide Manipulation Techniques

Dear Readers,

Welcome to BEM's next portable business language guide. This time we become entangled in the slippery area of manipulation.

Nowadays, wherever you turn, you are assaulted by attempts to force something you don't really want onto you. Unlike in Arthur Miller's famed play, the Salesman is not dead just yet. Whether you turn the telly on, pick up the phone or go online, he's always there. You can't rest easy around colleagues, business partners or your dear old in-laws if there is something they really want you to do. Fortunately, you don't need to grasp at straws to avoid the golden-tongued sly foxes. In this edition, we delve into the tricks of influence and manipulation. We're certain that, with this booklet in hand, you will successfully wriggle out of the pushy persuaders' clutches.

Let's get to it!

**become entangled** | wplątywać się, wkręcać się  
**slippery** | śliski  
**to be assaulted** | być atakowanym  
**in-laws** | teściowie  
**force sth onto somebody** | wmusić coś komuś  
**to grasp at straws** | chwycić się brzytwy  
**golden-tongued** | złotousty  
**sly** | przebiegły, chytry  
**bore into** | wwiercać się w coś  
**squiggle out of** | wywinąć się z czegoś  
**pushy** | bezczelny  
**clutches** | szpony

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ZDJĘCIE NA OKŁADCE: SERGEY NIVENS



Every time someone tries to affect how other people think, behave or decide, they are trying to influence them. Whenever influence is applied to accomplish a specific purpose, especially to make us do things we do not want to, or that are not the best choice for us personally, we speak of manipulation. Manipulation, though sometimes difficult to resist, does not entail the use of special powers. Every manipulation technique known employs the way human beings normally behave, react and decide. Below we list some of the schemes of human behaviour and explain in what way they are often used to manipulate others. At the end of the booklet, we list a few tips on how to repel hostile persuasion.

# Rules of Social Conduct

In the course of our upbringing we acquire certain principles to conduct our behaviour in order to make us successful members of a society. There are plenty of influencing techniques based on the rules of social life. We explain some of these below.

## Social Exchange

People tend to reciprocate friendliness and return favours. We are usually much nicer and more cooperative in response to friendly actions than to hostile ones. Therefore, when provided with something rewarding - a present or a compliment, regardless of its size, we, in return, feel pressure to comply, when approached with a request from the gifting party.

TECHNIQUE	EXPLANATION	TRANSLATION
<b>reciprocity</b>	Being catered to in a friendly fashion makes you more willing to tip. People also tend to buy more from friendly shop-assistants.	wzajemność, odwzajemnianie
<b>free samples</b>	As a consequence of receiving a sample of a product, a prospective customer will become motivated to say 'yes' when prompted to buy the product itself.	darmowe próbki
<b>favours</b>	An associate or colleague could bring up the time they did you a favour you in the past, to use that as leverage when they need something.	przysługi
<b>the good cop-bad cop strategy</b>	The "bad cop" assumes an aggressive, threatening stance towards the subject, making blatant accusations, deprecating comments and giving off the air of hostility. At that moment the "good cop" enters the stage, showing sympathy, understanding and providing defence. The subject finds himself trusting "the good cop" and, in return, provides the information the interrogators seek.	strategia dobry glina – zły glina