

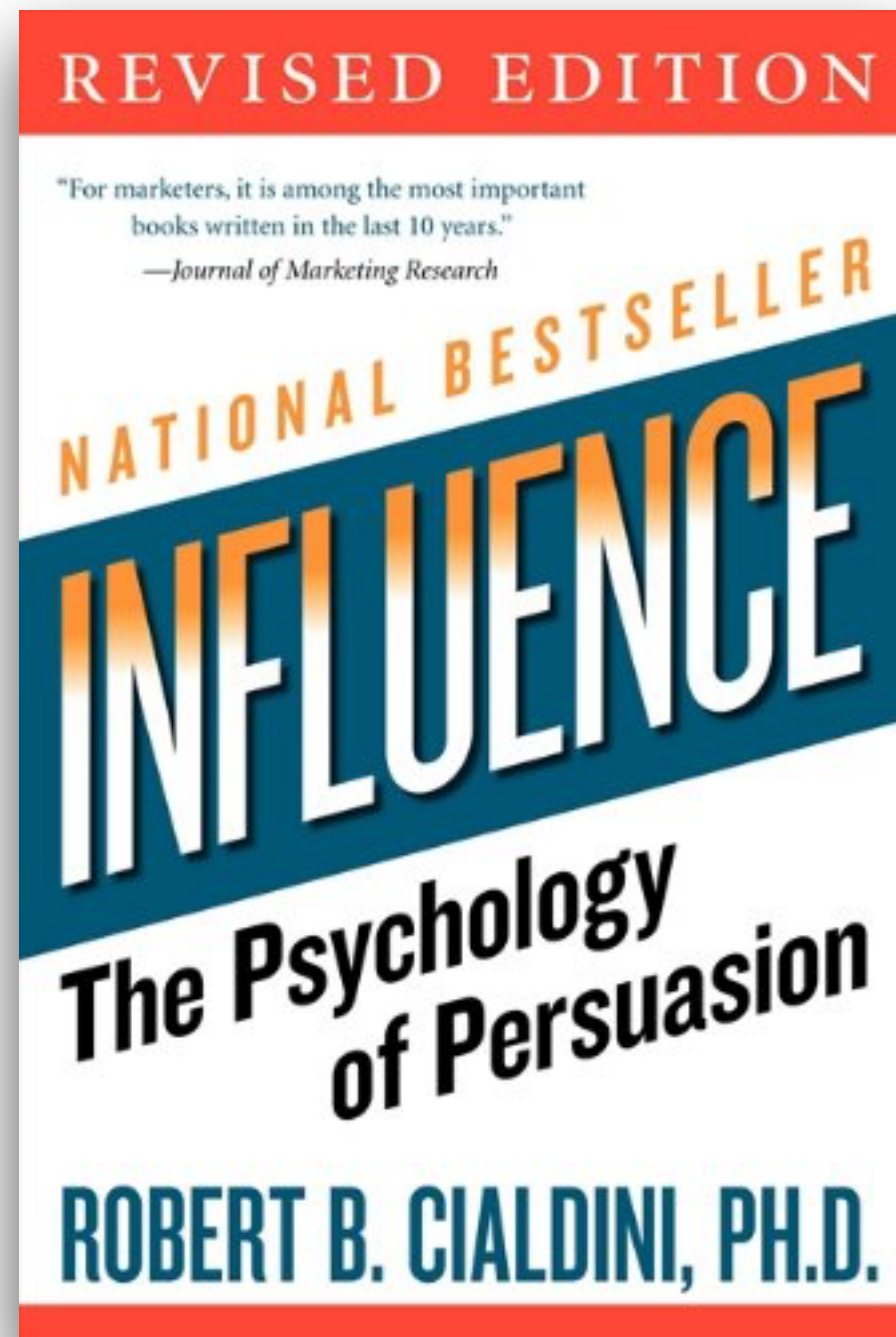
INFLUENCE & PERSUASION



Time and motion studies show that a person with a job, a partner and a child will spend 67% of their day persuading or influencing outcomes.

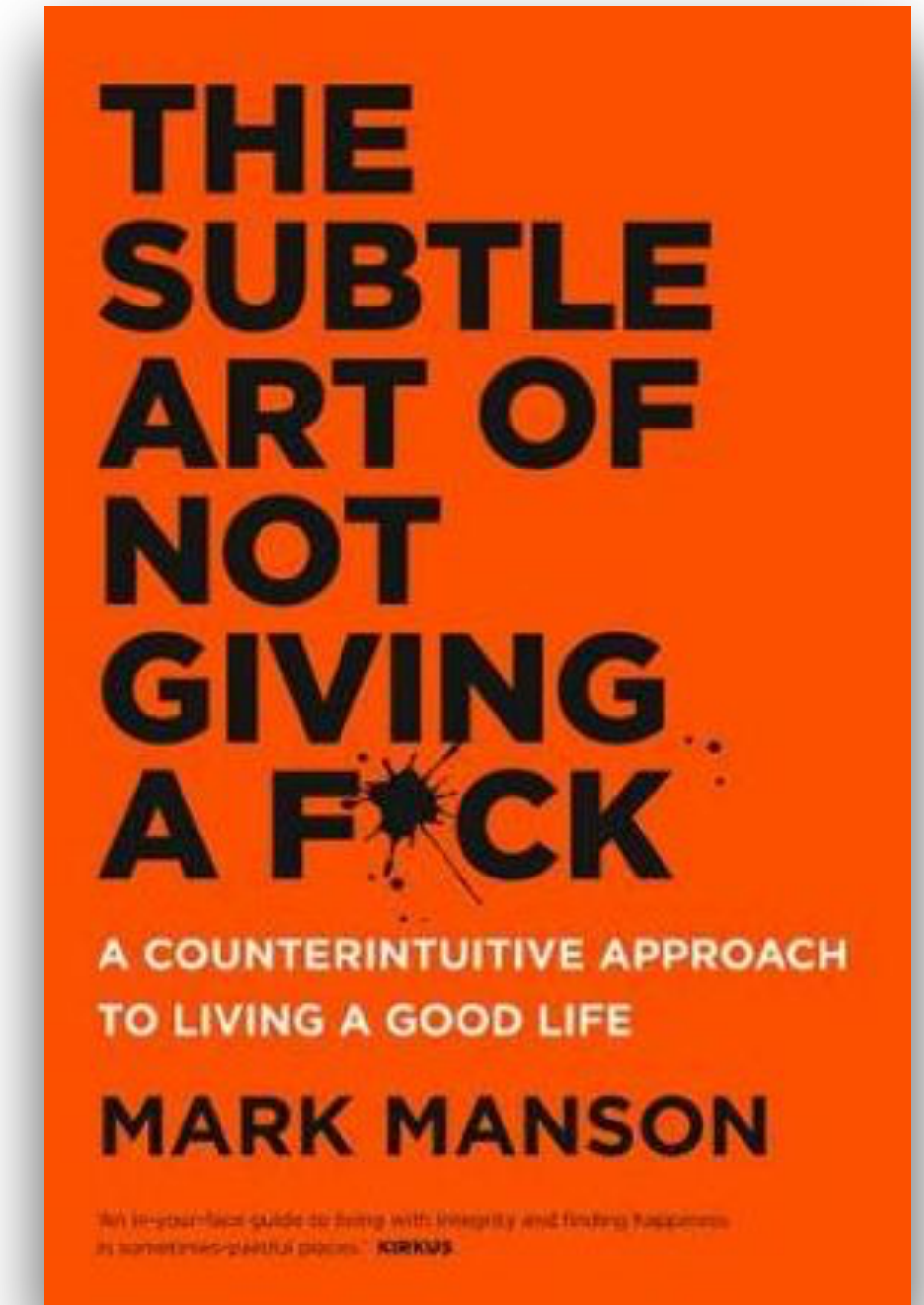
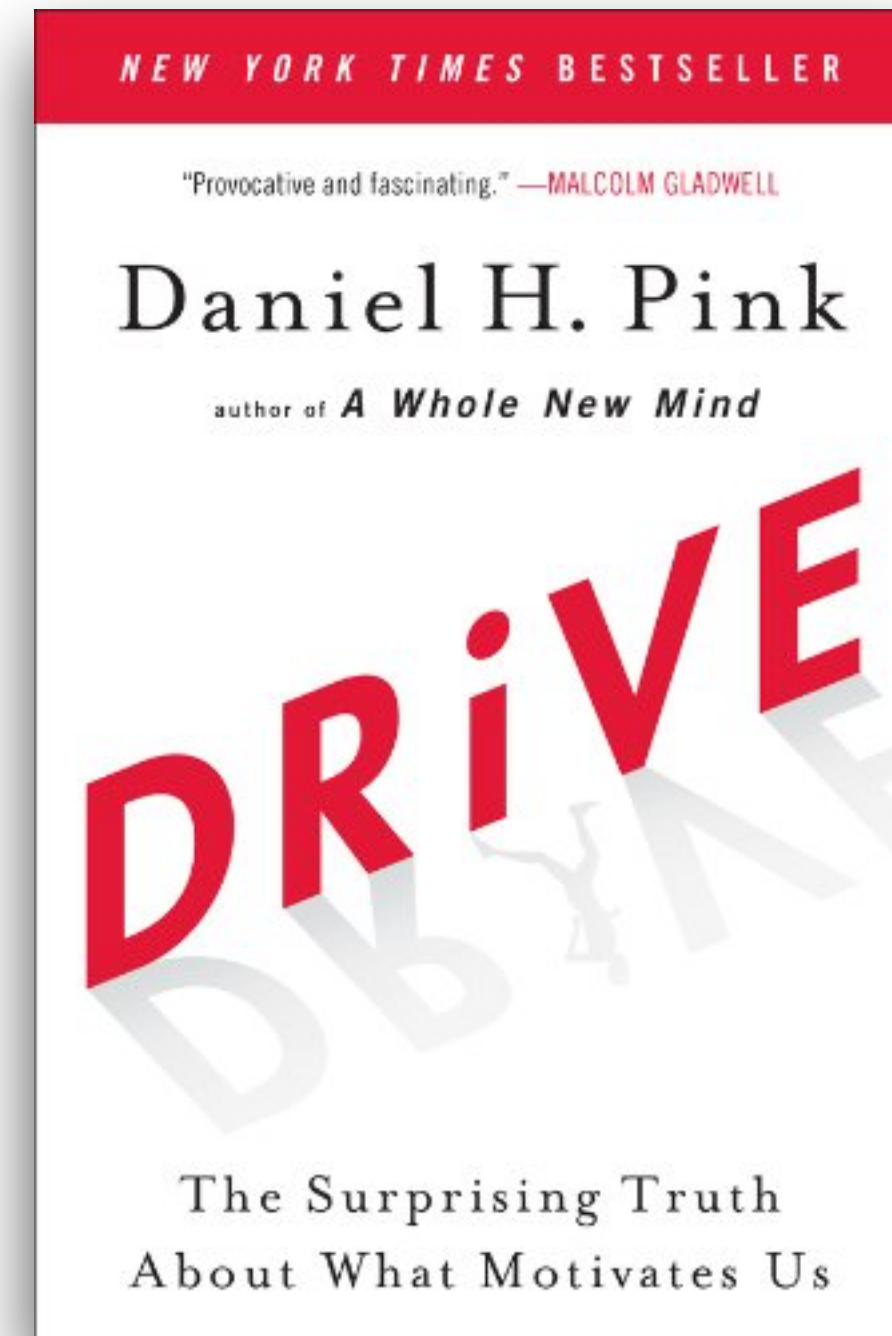
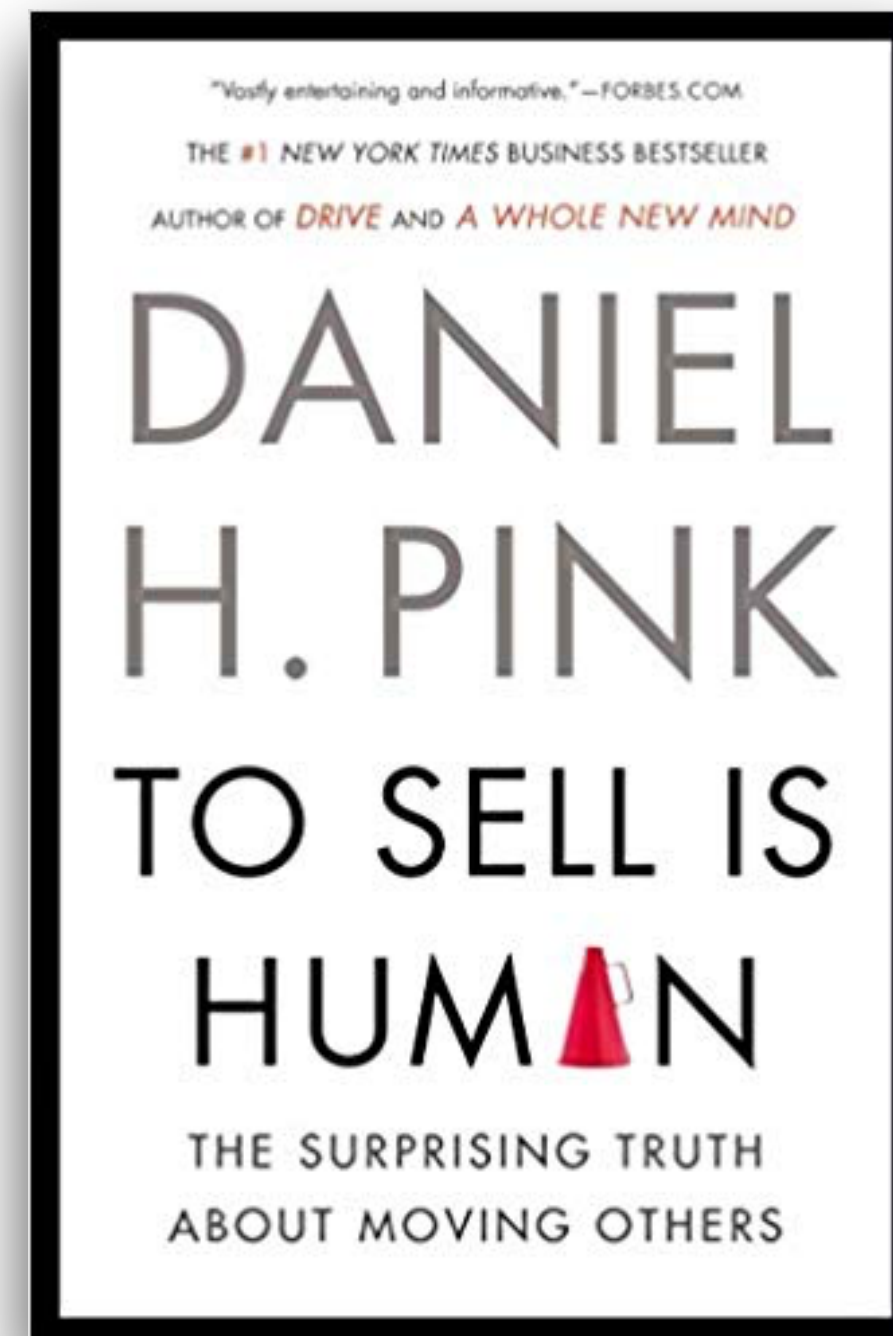
Whether you realise it or not - you work in the sales department of your life.

The Titans



Robert Cialdini

Daniel Pink



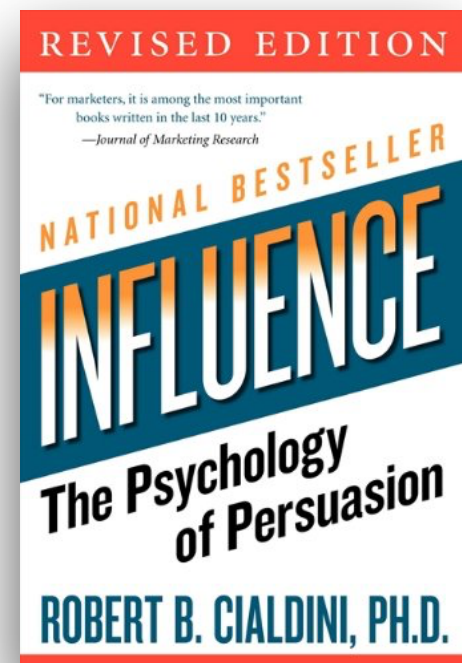
Mark Manson

Robert Cialdini

Cialdini discovered through series of experiments, **seven** concepts which proved to reliably affect peoples **choices**, **decisions** and **actions**.

These ideas are often counter intuitive or contrary to what we may have been taught.

They are...



REASON WHY

Attaching a reason to a request increases the success rate:

“I have 5 pages, can I use the photocopier before you because I’m up against a deadline?”

Success rate = 94% vs 60% without the “reason why”.

RECIPROCATION

A small unsolicited gift creates a larger reciprocal response.

- *Lexus #1 Sales person.*
- *Salespeople who bring coffee.*
- *Hare Krishna flowers.*
- *Lolly bags from the mechanic.*

RECIPROCATATION

Reject & Retreat

If you want a kitten, ask for a pony first.

COMMITMENT & CONSISTENCY

We tend to remain consistent to our commitments (once we have made them).

People were called and asked to predict what they would do if they were asked to volunteer for three hours to collect for charity. Three days later they were called and asked to volunteer. This led to an increase of volunteers by 700%.

SOCIAL PROOF

We are influenced what others do.
At an unfamiliar event or situation, we
look for others for the correct or
acceptable behaviour.

Table rush at a sales event.

*Testimonials by people similar to us (this is the
reason for rags to riches stories).*

Salted donation plates at church.

Amazon...

LIKE-ABILITY

What makes us likeable?

Attractiveness

Similarity

Compliments

Co-operation

Conditioning

Association

AUTHORITY

The greater the perceived authority of a person, the more likely people are to comply.

- *Hospitals have a 12% daily error rate.
This is because nurses and junior doctors will very rarely challenge the decision made by an authority figure, despite receiving potentially lethal or bizarre requests.*
- Andrew G and the clipboard.
- Electric shocks pushed by 'authorities'.

SCARCITY

We are more motivated to act if we think we are going to **lose** something, than if we are to **gain** something.

“Save \$100/mth”
is not as effective as,
“You are losing \$100/mth”

Auctions often work because of the FOMO

X-FACTOR = IMMEDIACY

Given a choice between an immediate reward (\$1,000 *right now*) and a reward we have to wait for (\$2,000 *in two years*), (63%) took the \$1,000.

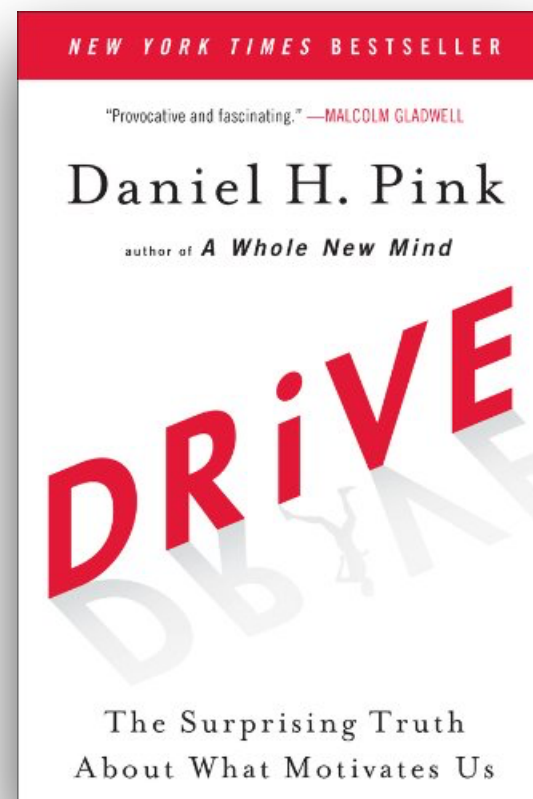
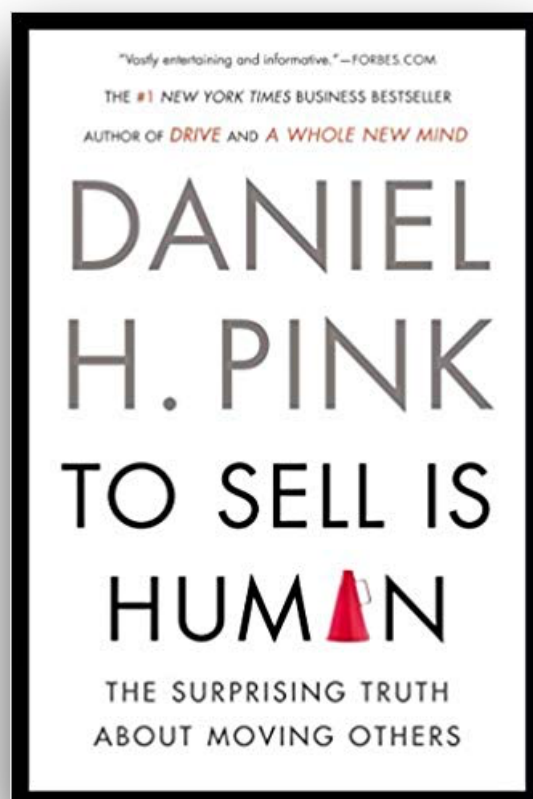
Those who saw images of their current selves (*the 'Me Now' group*) directed an average of \$80 into their retirement account.

Those who saw images of their future selves (*'Me Later' group*) allocated more than twice that - \$172”.

Daniel Pink

Former speech writer for Al Gore, Pink's work borrows from research conducted by behavioural scientists studying **decision making**, **preferences in difficult situations** and **reactions to pressure**.

Pink talks about “framing”.



(In personal development we talk about “reframing”)

THE 'LESS' FRAME

Consumers were sent to either booth **A** or **B**.

Booth **A** offered 24 varieties.

Booth **B** offered 9.

A, sold 3% of visitors.

B, sold 30%.

The choice is blunt, clear & simple.

THE 'EXPERIENCE' FRAME

Many studies have shown that people derive much greater satisfaction from purchasing experiences than they do from purchasing goods”.

Focus on what they will feel rather than on what they will get!

THE 'LABEL' FRAME

Participants played a board game in which co-operation was rewarded with progress on the board.

- In the **Wall Street Game**, 32% of participants cooperated.
- In the **Community Game**, 66% reached mutually beneficial result”.

The neatest group by far was the one that had been labeled ‘neat’ by the instructor.

THE 'BLEMISHED' FRAME

Potential buyers in a boot store were given:

A: Totally positive information or

B: All positives with one minor negative

The **B** group purchased 42% more than **A**.

Always mention the 'down' side!

THE 'POTENTIAL' FRAME

Fans were asked to assign the salary of a player in their sixth season. They were furnished with the players numbers re tackles, busts, etc.

The numbers were identical.

Player **A** was labelled a Rookie & Player **B** a Veteran.
Player **A** received 25% more.

*Remember to mention the
ONGOING benefits of a decision.*

Paul Blackburn

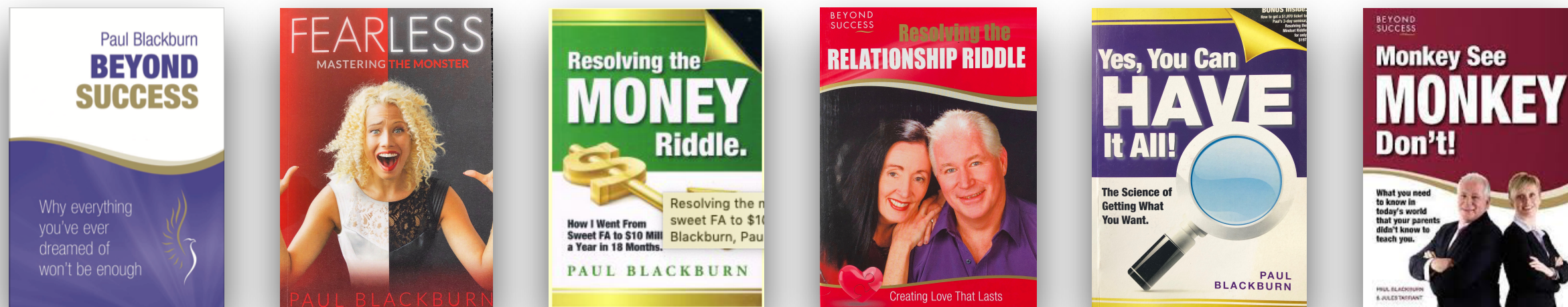
- No formal research.
- No academic qualifications.

(But has sold \$40M products and services across multiple industries)

The
School
Of Hard
Knocks

Blackburn maintains that people who are not specifically **told what to do...**

...will very often **NOT** take the next step in a negotiation - even when it is in their best interests to do so.



TELL THEM WHAT TO DO

You will never hear a school teacher say:

“All you kids, get on the bus.”

A letter that gave students details on how to act had a huge effect. 25% of students deemed least likely to contribute actually made a contribution when they received a letter with a concrete appeal, a map, and a location for donating.

Clarity of thought without clarity on how to act will leave people unmoved.

TELL THEM WHAT TO DO NEXT

Example:

My best sales **ever...**

...were in Melbourne to a crowd that didn't want to buy because they were looking for ONE absent factor. When that factor turned up it was all hands on deck to take orders!

Clarity of thought without clarity on how to act will leave people unmoved.

The Disagreement Process

1. Hear them out completely.
2. Ask for more detail or feelings.
3. Prove that you have “heard” them.
(paraphrase it back)
4. Agree what their position is.
5. Confirm that you would be the in same position...
- 6. BUT...**
7. Supply extra information.
8. Seek agreement.



Compelling reason will never
convince blinding emotion.

~ Richard Bach

Assignments

1	Identify the three people you have most difficulty persuading. Commit to working with them (<i>without them knowing</i>) on becoming more influential.
2	Practice active listening to someone you disagree with. Prove to them that you have heard their point of view.
3	Commit to using the “ <i>Disagreement Process</i> ” with at least three people this month.