

Using the Science of Influence

Presented By

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Influence At Work
THE PSYCHOLOGY OF PERSUASION

Why Study Influence?

- There is a field of scientific research demonstrating how small changes increase the likelihood of agreement to any given request.
- There are _____ universal Principles of Persuasion.

The Three Approaches to the Application of Influence

1. The Bungler:

2. The Smuggler:

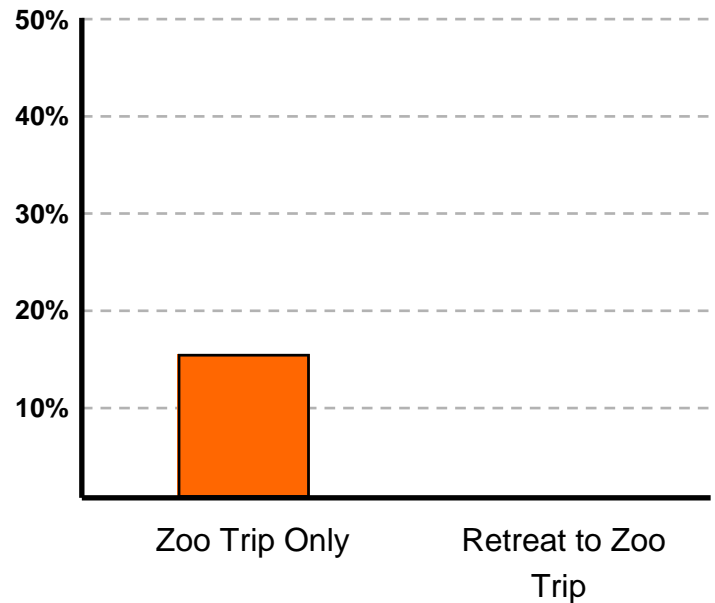
3. The Sleuth:

To generate long-term influence with others, we should ALWAYS choose the _____ route to persuasion.



Principle #1—Reciprocation

- Obligation.
- Reciprocation is activated by **gifts**.
- It is also activated by **concessions**.



Notes

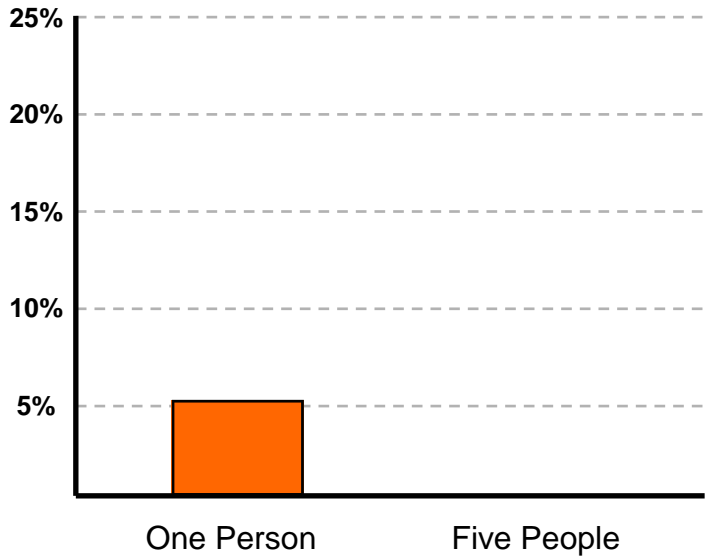
1. *What situation am I now facing where I can use this principle?*

2. *In that situation, how can I use this principle to ethically persuade others?*



Principle #2—Consensus

- The power of others.
- Consensus is activated by **evidence** of what others are doing, thinking/feeling, or have done.
- People respond to the actions of **many others**, **similar others**, and **uncertainty**.



Notes

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Principle #3—Authority

- The importance of credibility.
- Authority is amplified by **expertise**.
- Authority is also amplified by **trustworthiness**.



Notes

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Principle #4—Consistency

Commitments should be...

- Activated by **Commitments**.

V _____

- Start small and build.

A _____

P _____

Notes

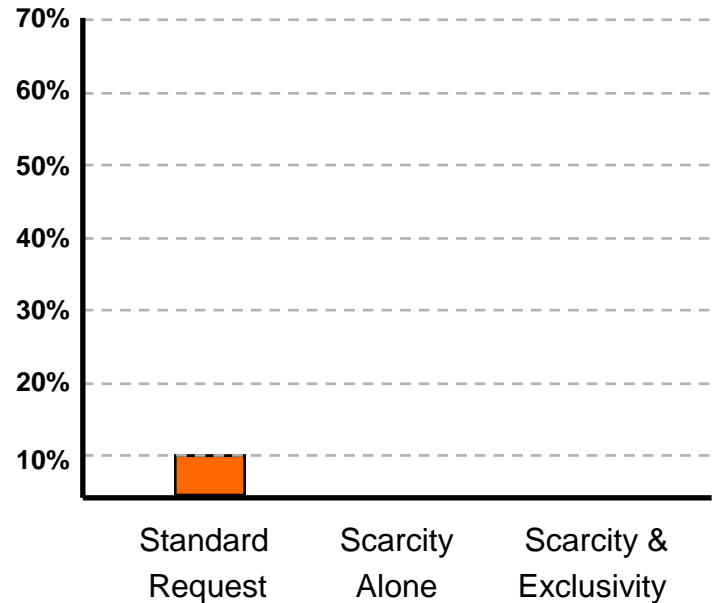
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Principle #5—Scarcity

- Scarcity is activated by **rare** or **dwindling** commodities.
- Competition for scarce resources.
- Scarcity of information.



Notes

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Principle #6—Liking

- Liking is activated by **Similarities...**
- ...and **Compliments...**
- ...and **Cooperation.**



Notes

1. *What situation am I now facing where I can use this principle?*

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Questions That Can Be Answered From An Understanding Of The Principles Of Influence

1. If you have two options to present to a client, which should you present first, the more costly or the less costly one?

The more costly one. That way if it is rejected, you'll have the ability to retreat to the less costly one; and people are more likely to reciprocate your concession with one of their own--by saying yes [Reciprocation].

2. Is it better to tell prospects what they stand to gain by deciding in your direction or what they stand to lose if they don't?

What they stand to lose, because people are more motivated by the thought of losing something than by the thought of gaining the same thing [Scarcity].

3. If you have a new piece of information, when should you mention that it is new--before or after you present the information to your audience?

Before, so that your audience will have a special reason to listen intently to your information while you are presenting it [Scarcity/Exclusivity].

4. If you have a product, service, or idea that has both strengths and weaknesses, when should you present the weaknesses, early or late in your presentation?

Early, in order to establish your credibility for everything you present later--including the strengths of your case [Authority].

5. After someone has praised you, your product or your organization, what is the most effective thing you can do immediately after you have said thank you?

Ask the person to write the compliment down in the form of a letter, memo, e-mail message, etc. to you. This will give you a valuable testimonial to show to others [Consensus] and will commit the testifier more powerfully to his or her favorability toward you [Consistency/Commitment]

6. To arrange for someone to like you and to want to cooperate with you, what is the single most productive thing you can do before you try to influence that individual?

Come to like that person by finding genuinely admirable features of him or her (and mentioning them) and by finding true similarities between the two of you (and mentioning them). This will cause each of you to like the other and will provide a highly favorable atmosphere for business and ethical influence [Liking].