

Timely Tips

from Thinking Well Consulting

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This week: Four Principles of Persuasion

Dear Reader,

Do you manage the expectations of others to your satisfaction? Do you make the most of that "thank you moment of power?" Are you strategic about using your expert status? In his book, "Power of Persuasion," Robert Cialdini writes about eight principles of persuasion. Here are four of them.



Principles of Persuasion

Paraphrased from "Executive Briefings" a recorded seminar at Stamford University by Robert Cialdini

Reciprocation

Give back what you first got in kind. People say "yes" to those they owe. Those who play by reciprocal rules gain an enormous competitive advantage. Give and be willing to receive. There is a "Moment of Power" when someone says thank you to you. You have an opportunity to say, "I know if the situation were reversed, you'd do the same for me."

Reciprocation of Concession

If you are interested in getting someone to do you a favor, start with a larger request - one they are likely to say no to and then retreat to the favor you were interested in all along. People are then willing to concede. Always start with the larger request.

Scarcity

"If I can't have it, I want it." When presenting an idea, product, or service, explain what it is about it that will give them something that they can't get anywhere else. When describing these benefits, it is not sufficient to describe what they will gain, because psychological research demonstrates very clearly, people are more motivated by the idea of losing than of gaining the very same thing. Example: "you will lose .50 a day" has a much greater impact than "you will gain .50 a day."

Authority

If an expert says it, it must be so. To be perceived as knowledgeable, establish your expertise first (tell them this before you try to influence them). Secondly, establish your trustworthiness.

It is difficult when they don't know you or have had a history with you. The strategy: before presenting your strongest argument, present a weakness in your case. You have raised to the surface a drawback. However, your strongest point overwhelms that particular weakness.

Consider practicing one of these for a week and notice the changes occurring in your work relationships.

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