



## The Art and Science of Persuasion

Certainly, some people are naturally more persuasive than others. Whether it is their passion, their experience, or just a knack for connecting...some people seem able to persuade people more easily. And success in sales and in business is significantly influenced by the ability to persuade.

However, being persuasive is not just about having the "gift of gab". Good communication skills are essential and with the proper perspectives, a solid strategy and some effective technique virtually anyone can learn to be more persuasive. There is a lot of science behind how people are influenced and persuaded. And some great news...the ability to influence others can be developed by most anyone with a desire to learn.

Robert Cialdini wrote in his best-selling book, **Principles of Persuasion** about the scientifically proven fundamentals of persuasion. They are presented here in no particular order of importance.

- **Reciprocity - *give before you ask to receive***. This is so fundamental but is rarely practiced in business. It could be as simple as providing (not just offering) a customer a bottle of water, or some other gracious act that causes them to feel obligated to reciprocate. There are a million examples of Reciprocity at work in our daily lives...but suffice to say that if you invite someone to a party you are having you are more likely to receive an invitation in return.
- **Scarcity - *whether it is limited time, or limited product availability***, scarcity is a significant influence if properly presented that will persuade people to act. Consider the various ways Scarcity can be used to influence and persuade in your business.
- **Authority - *this is not about being in charge***. This is about causing yourself as an authority in a particular subject without seeming self-promoting. It could simply be one's experience gained in helping hundreds of customers select the right product for them, or displaying awards you have won for outstanding achievement.
- **Consistency - *this speaks to the process of gaining small commitments*** along the way that will lead to a larger commitment (a yes) when the time comes to make a buying decision. Think about all the "minor yes's" that could be gained along the way that might pave the way to the bigger yes.
- **Liking - *people buy from people and companies they like***. However; just because you smile, have a polite introduction and talk about their favorite sports team, does not mean a consumer is going to like you. Being a sincerely nice person, smiling a lot and having a positive attitude is a great place to start.
- **Consensus - *people like to buy what is popular***. The ability to use Consensus is a very subtle approach and must be done with balance, but suffice to say that Consensus is a very powerful influence in the persuasion process as it helps validate a buyer's decision

I trust this helps shed some light on **Persuasion** and how it can help you in business and in life. *Joseph Rosales*