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To understand why people buy, we should know people and have a keen sense of human nature. We should know how people think... how people live, and be acquainted with the standards and customs affecting their everyday lives. We should fully know their needs and their wants and be able to distinguish between the two. An understanding of why people buy is gained by a willingness to acquire proved and tested principles of commercial psychology to selling.

POWER OF INFLUENCE AND PERSUASION

7 Steps you need to consider when selling a product or service

in · flu · ence / ˈɪnfluəns/

Verb: Have an **influence** on.

Noun: The capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself: "the **influence** of television violence"

per · sua · sion /pər'swāʒHən/

1. The action or fact of persuading someone or of being persuaded to do or believe something.
2. A means of persuading someone to do or believe something; an argument or inducement.

These two words are powerful and sum up why we do most of what we do. We are constantly trying to draw someone's attention from the moment we are born. We are not only trying to get attention we are trying to persuade someone to act or influence him or her to take action. Although many of us have been using the power of persuasion from birth, very few of us actually study the techniques to influence others. It is an art and can be mastered with a bit of practice. We must remember that we are people driven by instinct, emotions, needs, wants, desires and beliefs. This small article will take you through the process to influence. We first look at the product then move into the reasons people buy. These are magical tips and tools to increase your sales 10 fold if you apply them. These ideas are taken from experts and authorities in the field of Influence. Their techniques have been used by most of the top salesman in the world.

1. Minds change depending on our proceeding events. **CONTRAST PRINCIPLE**

This might sound a little confusing so let me explain. All of us are influence by former events. For example lets assume you meet a very attractive female at a party. She is stunning and gives you her number. Afterwards you meet another girl who is also pretty but doesn't quite match up to your former catch. The second will strike us as less attractive than she actually is. If you had not met the first girl the second could have been more attractive to you. This is known as the contrast principle and it applies to all sorts of fields. Let take a look on how we can use this to our advantage.

“Be assured that the nice little weapon of influence provided by the contrast principle does not go unexploited. The great advantage of this principle is not only that it works but also that it is virtually undetectable. Those who employ it can cash in on its influence without any appearance of having structured the situation in their favor.” Robert B. Cialdini

Assume company “A” and company “B” are competing at the latest expo event. Company A does the normal presentation and has the everyday brochures and booth that they have had for the last 10 years. Company B creates a unique video and uses the power of Video Scribing to portray their message. Instead of talking about their product and claiming how they are the “best at what they do” They tell a simple story that goes along with their product. The story defines the problem and delivers a message on how Company B can fix the problem. It is engaging and captures the attention of the audience. Immediately after watching the Video the Audience heads over to company A . What are they going to think about company A? The Contrast principle will kick in and company A will look even worse.

How does your product stand out? What do you have that others do not? How can you look better? How can you make your product or service better?_____



“First step in selling things to people is to figure out exactly who we are talking to and what it is they may be thinking about a large portion of the their day...or in other words, what conversation do they have going on over and over and over again inside their heads.”

<http://scottlouie.com/2011/06/methods-persuading-people/>

2. Power of Reciprocation

Never underestimate the power of reciprocation. It works and should be used by all companies at all levels. It is the practice of giving things away. The rule requires that one person try to repay, in kind, what another person has provided. Give your clients and prospects something for free and they will feel indebtedness to you. When your audience accepts something for free they now are more vulnerable to your influence. They will feel a strong desire to be loyal to you and your product.

What is the rule of reciprocity? What are you giving away for FREE? What more can you give away?

3. Join in on the Conversation Going on in Your Clients Head

This can get a bit complicated but you can ask yourself a couple of simple question.

1. What is your prospect's pain, problem, or predicament?
2. How can you solve their predicament?

Once you have those questions answered you can then begin to create your pitch. More often then not people tend to scan through products looking to solve their problems. Only about 15% of the people on the web actually read every word written on articles. With a powerful pitch you can increase that statistic 10 fold. Your script or pitch has to hit the hot buttons quickly before they move onto something else. Once you get their attention and show you can solve their problems you need to tell them to take action.

What are your clients Pains, problems or predicaments?

How can you solve them? What action do you tell them to take?

“FACTS TELL.. STORIES SELL”

“Stories are important cognitive events, for they encapsulate, into on compact package, information, knowledge, context and emotion.”

Daniel Pink

“Scratch the surface in a typical boardroom and we’re all just cavemen with briefcases, hungry for a wise person to tell us stories.” – Alan Kay

4. Why You Should Use STORIES

Stories just work! Society craves entertainment and has for thousands of years. Stories have a way of connecting with our emotions and keeping us engaged. When people listen to stories they actually become engaged and simulate the story within their own minds, which allows us to connect on an intimate level and influence their behavior. The power comes when you can tell stories in such a way that you create events in their minds that influence them to do what you would like them to do. Storytelling is one of the most powerful tools for presenting your product, brand, benefits and services. Instead of telling people how you provide a great service, tell them a story about a customer who recently purchased your service and it has changed their life.



Why are stories so powerful?

- We are drowning in information. Good stories can cut through the noise.
- Personal stories feel 'real' vs abstract concepts, statistics, or logical arguments.
- Stories capture people on an emotional level, creating a deeper, intimate bond.
- Stories are memorable. People forget facts but remember stories.

What is your story?

Is your story clear? Is the message clear? Is it Authentic? Is it Engaging? Does it have drama or tension?



ASK AN EXPERT



5. Social Influence! (Testimonials)

You need the power of the crowd. The principle of social proof states that people will act and do what others are doing. When people see that others are buying your product or service their uncertainty begins to wash away. They begin to relax knowing that they are not alone. Testimonials are extremely important and should be used in all our marketing material

Do you have testimonials?

How can you get more testimonials?

How can you use testimonials?

6. Authority (follow the expert)

This particular principle is a pet peeve of mine because I get so tired of people doing things because an expert said so. Although I do not like it that doesn't negate the fact that we are all inclined to follow the experts. Even if it does us harm. We love to comply, listen and follow authority. If there is a Doctor, Lawyer, MBA, Ph.D. next to their name we immediately think they know what they are talking about. I could give you countless examples to try and convince you of the power of the "expert" but lets just say I am an expert in this field and you should take my word for it. That being said here are a couple of questions.

What kind of Authority do you present with your product?

How can you become the expert? Why are you the expert?

Below is a link to a great video. Dave Yaho uses a great story to get his point across but pay attention to how bad the car salesman is. He did not apply one principle. What could the salesman have done differently?

<http://www.youtube.com/watch?v=9fwl5jCASW8>

7. Scarcity

The scarcity principle states that people will assign more value to opportunities when they are less available. We cannot stand that fact that a deal could be lost forever or we might miss out on a good thing. When we create scarcity with our product or service immediately the value will increase and demand will also increase. There is something within us that just can stand missing out. Scarcity moves your product from logical to emotional buying decision, which can then turn to your favor. Think of diamonds, diamonds are not scarce the diamond industry creates a scarce environment by vaulting the majority of diamonds. They hold back supply so that women can feel they are scarce. The reality is there are millions upon millions of diamonds sitting in bank vaults. DeBeers, who maintains 47% of the diamond industry is very concerned with the scarcity principle. Their cartel depends upon it. How have you created Scarcity with your product?



PUTTING IT ALL TOGETHER

That is a lot of information to apply in one day but it can be done. Start with one topic and work your way through them.

1. Contrast Principle (create the best product)
2. Reciprocation (create quality free material and give it out to your clients and future clients)
3. Know your clients needs and get involved on the conversation in his head. Solve his problems with your product.
4. Use Stories (sale your product with engaging stories)
5. Social influence and proof (use testimonials)
6. Authority (become the expert or find one to recommend your product)
7. Scarcity (create a scarcity in your product or the illusion of scarcity)

Books used

Influence: Science and Practice Robert B. Cialdini

<http://scottlouie.com/2011/06/methods-persuading-people/>