Persuasion and Influence

US Embassy Soft Skills Series
Nick Yinger, MA
Doctoral Student
Ohio University
Basic Rules

- It’s a Science
- Most people do not understand their actions
- Act Ethically!
Six Principles of Persuasion

- Reciprocation
- Social Proof
- Commitment and Consistency
- Liking
- Authority
- Scarcity
Reciprocation

GOLDEN RULE

http://lmceverywomanblog.files.wordpress.com/2012/04/do-unto-others.jpg
Social Proof

Four different signs were put in hotel bathrooms

- #1 Environmental reasons to encourage visitors to reuse their towels
- #2 Donate a portion of end-of-year laundry savings to an environmental cause
- #3 Hotel already gave a donation and asked: “Will you please join us?”
- #4 Said the majority of guests reused their towels at least once during their stay
Percentage who reused the towels

- #1 Environmental reasons to encourage visitors to reuse their towels  
  > 38%
- #2 Donate a portion of end-of-year laundry savings to an environmental cause  
  > 36%
- #3 Hotel already gave a donation and asked: “Will you please join us?”  
  > 46%
- #4 Said the majority of guests reused their towels at least once during their stay  
  > 48%
Commitment and Consistency

- Everybody wants to be loyal
- Spoken commitment = action
- Say “will you do __________?” not “Do blank.”
- Older = more Consistent
  - Praise past consistencies; demonstrate how this fits their needs
Liking (Rapport)

- Who do people like the most?
  - Themselves!
    - Even sharing the same name
  - Pretty girls and/or boys
  - Those who compliment them

- Know what people like
Work on the Hearts and Minds of Others
“The key to persuasion is softening people up and breaking them down, gently. Work on their emotions and play on their intellectual weaknesses. Aim at the primary emotions – love, hate, jealousy.”
"Push people to despair, then give them relief. "

- An act of self-sacrifice
- Be observant of self-interests

If they expect pain and you give them pleasure, you win their hearts.

http://www.photo-dictionary.com/photofiles/list/3855/5187keyhole.jpg
Disarm and Infuriate with the Mirror Effect
“By holding up a mirror to their psyches, you seduce them with the illusion that you share their values; by holding up a mirror to their actions, you teach them a lesson. Few can resist the power of the Mirror Effect.”
Four Main Effects

- Neutralizing Effect
  - What are you up to?
- Narcissus Effect
  - “I understand you”
- The Moral Effect
  - How does it feel?
- The Hallucinatory Effect
  - Is it the real deal?

Lorenzo De Medici & Pope Innocent

http://olystudio.com/images/product_shots/accessories/mirrors/natasha_mirror.jpg
When asking for help, appeal to people’s self-interest, never to their mercy or gratitude.
“Uncover something in your request, or in your alliance with him, that will benefit him, and emphasize it out of all proportion. He will respond enthusiastically when he sees something to be gained for himself.”
Authority

- Appear Authoritative
  - Dress, title, material wealth
- Act the part
- Enter Action with Boldness

Win through your actions, never through argument
“It is much more powerful to get others to agree with you through your actions, without saying a word. Demonstrate, do not explicate.”
Words are a dime a dozen
Nobody can argue with a demonstration
Symbols carry great significance
No ill will = easier to persuade

“Never argue. In society nothing must be discussed; give only results.”
Benjamin Disraeli
Enter Action with Boldness
“If you are unsure of a course of action, do not attempt it. Your doubts and hesitations will infect your execution. Timidity is dangerous: Better to enter with boldness. Any mistakes you commit through audacity are easily corrected with more audacity. Everyone admires the bold; no one honors the timid”
Keys

- Boldness strikes fear; fear creates authority
- Hesitation creates gaps, boldness obliterates them
- Audacity separates you from the herd

http://rechabile.files.wordpress.com/2012/01/lion_sunset.jpg
Scarcity

- Basic Supply and Demand
- Create value through scarcity

“Don’t miss this chance!”
“Act now!”
“While supplies last!”

http://images.businessweek.com/ss/06/06/failures/image/coke.jpg
Use Absence to Increase Respect and Honor
“Too much circulation makes the price go down. The more you are seen and heard from, the more common you appear. If you are already established in a group, temporary withdrawal from it will make you more talked about, even more admired. You must learn when to leave. Create value through scarcity.”
“Love never dies of starvation, but often of indigestion.”

Create a pattern of presence and absence

Only works with an established presence

http://cache.boston.com/universal/site_graphics/blogs/bigpicture/sol_10_13/sol17.jpg
Small Tips

Offer a Drink

“Yes” Questions

Break the touch barrier
References

- The 48 Laws of Power
  - Robert Greene
- Influence: The Psychology of Persuasion
  - Robert Cialdini
- The Art of Seduction
  - Robert Greene
- How to Win Friends & Influence People
  - Dale Carnegie
- Aesop’s Fables
  - Aesop
- The Art of War
  - Sun Tzu