

# What's possible...

...in your business



## Your influencing skills will determine your financial results AND your quality of life... ...How good are yours?

### Let's start with 'the WHO' and 'the WHY'...

WHO do you want to influence and WHY?

- **Influence your TEAM:** So they actually do do what you want them to do!? Rather than dropping you in the do do!
- **Influence your CUSTOMERS and PROSPECTS:** So they buy from you what they need, they appreciate the value you provide and happily pay prices that reflect the value you deliver
- **Influence your PARTNER:** So your home life makes you (and them) happy
- **Influence your CHILDREN?:** So they grow up on the right side of the tracks and make you proud

So it pays, don't you think, to get better (much better) at influencing everyone around you more effectively?

Get better at ethically influencing everyone around you and your life will, more than likely, get better...

### Now for 'the HOW'...

Go to [www.amazon.co.uk](http://www.amazon.co.uk) and search the books section on influence and you'll find 340,000 possibilities to choose from.

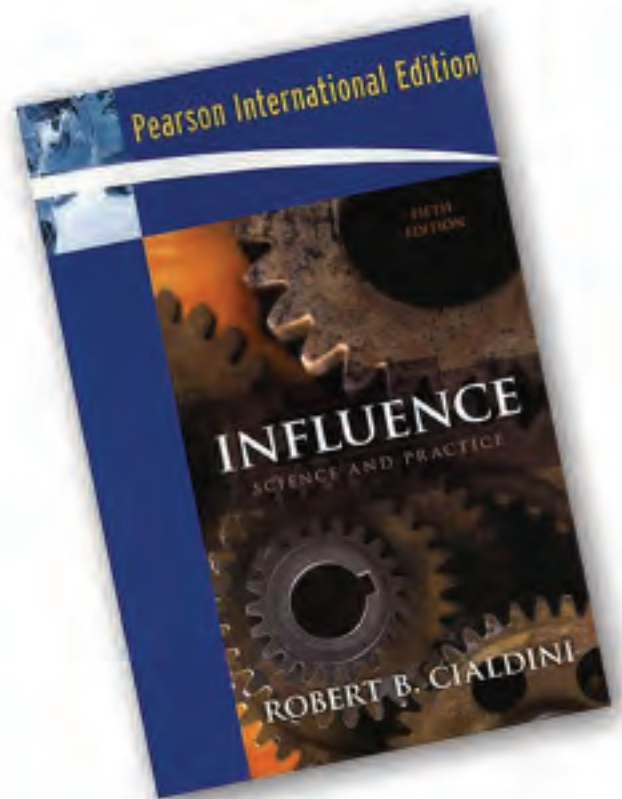
### Choose Robert Cialdini's

*"Influence - the science and practice"* for a profoundly brilliant and memorable exposition in the art and science of influence.

You'll become an expert overnight. Or rather you'll understand, in depth, the six principles of ethical influence. You can then start to test them and realise the power they wield when influencing everyone around you.

### My promise to you.

Buy it, read it and if you don't think it is a brilliant insight into influence drop me an email and I'll buy the book back off you. I'm serious.



**IMPORTANT:** Knowing these tools of influence also helps you protect yourself from those people using these tools against you in an unethical way.

### The six tools of ethical influence...

**1. RECIPROCITY** - (give and take) - you, then me, then you, then me...

Be the first to give. What you get back can easily be worth ten-times what you initially give. Here's why this works...

# WHATS POSSIBLE...

How do you feel when you get a Christmas card from someone who you have failed to send a card to?

You feel pressure to respond and send a card back, don't you?

Our 'Poppy lady' is brilliant at using reciprocity.

She's always in a rush when she comes to our door, she can't stay to collect the cash but wants us to have the fistful of poppy's, before she shoots off shouting back that she'll call for the money another time.

She does call back and I reckon she gets twice the funds she would have got if she took the money first!



I've seen reciprocity work when reducing a team bonus system. I've seen it win new clients. I've seen it get people a great new job. Why are cheese samples on the cheese counter so effective? Because reciprocity prompts a good proportion to buy the cheese!

I've even seen it contribute to the wonderful relationship between husband and wife. I bet you've got your own examples springing to mind already? I'd love to hear them if you fancy dropping me an email (see address below)

As you can see it pays to make reciprocity (give and take - give first) a component of your new-improved skills of ethical influence.

## 2. SCARCITY - The rule of the rare...

Emphasise genuine scarcity - of time, of places, of availability. What happens at the petrol pumps if there's a likely fuel shortage? Everyone buys more! This is scarcity at work!



Similarly emphasise unique features in your products or services. And emphasise exclusive information - information only available to a select audience for a short time - and it makes the information more valuable in their eyes. Scarcity works. Use it.

## 3. AUTHORITY - Showing knowing...

Establish positioning through professionalism and industry knowledge.

Have your credentials show up. Dress like you're in charge and people will assume you are. Various research studies prove that it is the doctor's "You're getting better" comments that are more powerful, more successful at healing patients than any drugs prescribed. If they say we are getting better we believe them and we get better!



And strangely enough admit weakness first (also connects with reciprocity).

# ...in your business



## 4. COMMITMENT - The starting point...

Start with small commitments and build the scale of the commitments you ask for.

- Have them request a free report 1st;
- Ask for a subscription to a free newsletter 2nd;
- Ask them to attend a free event 3rd;
- Ask them to attend a series of events 4th or join you for a 1-on1 meeting;
- Ask them to test your service 5th;
- Ask them to buy something small 6th;
- Then ask for the big decision about changing to you completely.

People are happy to take small steps. And then they'll take the next bigger steps. Cialdini quotes a real-life example:

About door-to-door charity workers asking home owners to put a very small sticker in their door window - step 1 - a large percentage agreed.



Then two weeks later they go back and ask if they'll put a rather large sign in their front garden about the same subject - step 2 - a substantial percentage agreed.

For those who weren't asked about the tiny sticker, almost none agreed to the large sign.

Big steps fail. Small progressive steps work.

Are you using them enough?

## 5. LIKING - Making friends to influence people...

Identify and bring attention to similarities (eg dress in a similar way to them, use similar language to them). Seek opportunities for genuine compliments (not flattery) and opportunities for cooperation and involvement.

People like to be with and work with people they like. Work at it.

## 6. CONSENSUS - People proof, people power...

Unleash people power by showing how others respond (show of hands, polls and research studies). Show past successes (testimonials and case studies).



Advertisers use the phrase 'best selling' because it influences the sales of their products, it works because best-selling demonstrates that others have already bought and they can't all be wrong!

### Next Steps...

You now have a flavour for what you'll find in the book by Cialdini. I hope it's tempted you to buy and read it. Order it here [www.amazon.co.uk](http://www.amazon.co.uk). Alternatively find out more at [www.influenceatwork.com](http://www.influenceatwork.com)

And of course let me know or post your experiences of seeing these tools of influence at work on you or when you have seen them work for you.

Should be interesting...

Warmest regards, Nigel Bennett

**P.S.** The best example of influence at work gets the spare copy of Cialdini's book in my office. Let me know.

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## Your thoughts...

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## Your Actions (next steps)

1.

2.

3. Email an example of influence to [clientservices@hallidays.co.uk](mailto:clientservices@hallidays.co.uk)