

INFLUENCE

The Psychology of Persuasion

ROBERT CIALDINI

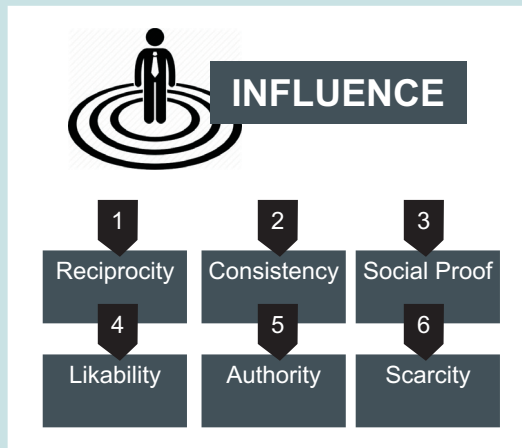
ROBERT CIALDINI is professor emeritus of psychology and marketing at Arizona State University where he specializes in persuasion, compliance and negotiation. He has previously taught at several universities including Ohio State University, the University of California and Stanford University. He is also CEO and president of his own consulting firm, Influence At Work. Dr. Cialdini has consulted with firms such as Google, Microsoft, Cisco Systems, Bayer, Coca-Cola and many others. He is the best-selling author of *Pre-Suasion* and *Influence* which has sold more than 3 million copies. He is a graduate of the University of North Carolina and Columbia University.

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MAIN IDEA

There is a science to persuasion. Specifically, there are six weapons of influence which people and companies (especially advertisers) use to try and get you to do something or buy their stuff. Those weapons of influence are:



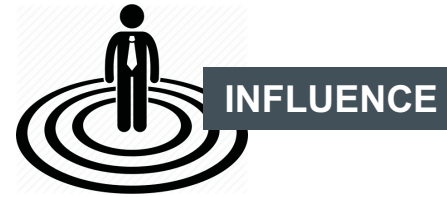
These weapons of influence work because life is busy and you need to make quick decisions rather than laboriously gather all the data. Therefore, you rely on an isolated piece of information to decide quickly. Sometimes that works well but when others are manipulating the weapons, problems arise.

To counter these weapons of influence, be aware of what the compliance professionals are trying to do. They're selectively fudging the data to try and get you to say "yes" to whatever they offer. Fight back and retaliate. The stakes have gotten too high to sit back and do nothing.

"Although there are thousands of different tactics that compliance practitioners employ to produce yes, the majority fall within six basic categories. Each of these categories has the ability to produce a distinct kind of automatic, mindless compliance from people, that is, a willingness to say yes without thinking first. It will be increasingly important for the society, therefore, to understand the how and why of automatic influence."

– Robert Cialdini

The six weapons of influence



Weapon #1 – Reciprocity Page 2

You always feel an obligation to give back when you have received something first. Be the first to give something personalized and unexpected to the person you're trying to influence and they will feel obligated to do the same for you.

Weapon #2 – Consistency Page 3

People prefer to take action which is consistent with what they have previously said or done. Therefore, look for small initial commitments they are willing to make and they will then be more likely to agree to much bigger commitments in the future.

Weapon #3 – Social proof Page 4

People always look to the actions and behaviors of others for hints on how they should act in any setting. If you point out the choice that many others in comparable situations have made, you increase the pressure for them to do the same.

Weapon #4 – Likability Page 5

People prefer to say "Yes" to those they like. Always look for areas of agreeability or similarity before you start getting into more controversial topics. Give sincere compliments first and you enhance your persuasiveness.

Weapon #5 – Authority Page 6

People inherently like to follow the lead of credible experts. Signal your credentials and your power to influence will increase accordingly. Have your team members introduce you as an expert and customers will be inclined to follow along without question.

Weapon #6 – Scarcity Pages 7 - 8

People always want more of what there is less of. To increase demand for your products and services, point out what is unique about them and then explain why stock is limited. Explain what people stand to lose if they fail to buy to ratchet up the pressure to buy.