

Buying: Under the Influence

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Buying Under the Influence

- What We Will Cover
 - What Six Behaviors Can Lead to Influence
 - Why these behaviors work
 - What are the six types of behaviors
 - How to Recognize When These Forms Are Being Used
 - In everyday life
 - In a buying – selling relationship
 - How to Guard Against the Negative Impacts



Buying Under the Influence

- Based on 2.5 Years of Study
 - by Robert B. Cialdini
- Most People Experience 1500 Influence Attempts Everyday
 - Survival of the Fittest



Buying Under the Influence

We Live in a

Hectic

World



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Judgmental Heuristics

are simple rules, usually good, that shorten the time it takes to make decisions about everyday actions.

Good = Expensive

Quality = Pay More

Expert = Correct

Quiet = Meek



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☒ Humans, regardless of culture, automatically respond to these heuristics

..... We're trained from birth.



Buying Under the Influence

- ❑ These heuristics can be exploited, especially in subtle ways, by people who understand how they work.
- ❑ Used car salespeople
- ❑ Phone Solicitors
- ❑ Children selling candy



Buying Under the Influence

The purpose of this presentation is to make you aware of:

- ❑ What the six basic forms of influence are
- ❑ How you automatically respond to them
- ❑ And how to protect yourself against them



Buying Under the Influence

Let's Get Started.....



#1 - Reciprocation

Definition

- ❑ Rule of Reciprocation
 - ❑ Try to repay, in kind, what another person has provided
 - ❑ Rule applies even when the initial gift or favor is not solicited
- ❑ Human Nature Sense of Obligation – Training since Childhood
 - ❑ Birthdays, Thank-you cards
 - ❑ Dinners, Drinks
 - ❑ Favors



#1 - Reciprocation

How The Rule Works

- ❑ Use of Social Pressure/ Social Implications of violating the Rule
 - ❑ Considered distasteful and rude
 - ❑ “Moocher”
- ❑ Plays on the Power of Feeling Indebted
 - ❑ You say yes so you won't feel indebted



#1 - Reciprocation

Implications

- ❑ Increase Likelihood of Compliance
- ❑ Exploitation of Power by Profiteers
 - ❑ Sales & Marketing:
 - Free gift/ Product samples
 - ❑ Fund-raising:
 - Hare Krishna's use of flower-giving
 - ❑ Politics:
 - Support a bill/ project as a political favor



#1 - Reciprocation

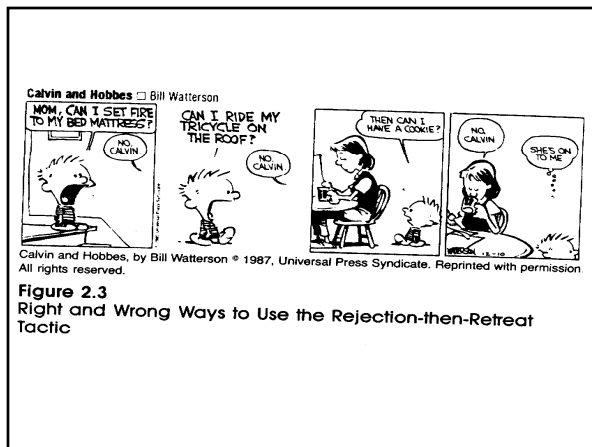
Tactics

- Easy to Exploit with This Rule
 - Creates Obligation to "Give"
 - Profiteer defines the nature of the obligation
 - AND the profiteer defines the nature of the "debt-canceling" behavior
 - This can result in unequal exchanges

#1 - Reciprocation

Reciprocal Concessions

- Compliance Technique of Concession-Giving
 - Pressure to Reciprocate with a concession
- Rejection-Then-Retreat Technique
 - Make a large request, then a smaller one
 - Uses principle of perpetual contrast
 - Example: Watergate



#1 - Reciprocation

Defense

- Defuse the Power of the Rule
- Accept Offers "Only for what they fundamentally are, not for what they are represented to be." *Cialdini*
- Identify Exploitation of the Rule and Redefine the Action as a Tactic, Not as a Favor
 - Rule does not apply when used as a tactic



#2 - Consistency

Definition

- Desire to be Consistent with What We have Said or Done in the Past



#2 - Consistency

How The Rule Works

- Highly Valued by Society
 - Consistent behavior is associated with personal and intellectual strength
 - Easy and convenient
 - Provides automatic response when dealing with others
 - Once you've made up your mind and committed to it, you don't have to think any more about subject



#2 - Consistency

Implications

- ☒ Once a commitment is made, people tend to stand by that original commitment
- ☒ Exploitation of Power by Profiteers
 - ☒ Sales & Marketing: "Pin them down"
 - ☒ Amway: Write down your goals and commit
 - ☒ Politics: petitions
 - ☒ Purchasing: A signed purchase order



#2 - Consistency

Tactics

- ☒ Write it down
- ☒ Get public commitment
- ☒ More effort, more commitment
- ☒ Take inner responsibility

"Commitments are most effective when they are active, public, effortful, and viewed as internally motivated." *Cialdini*



#2 - Consistency

Defense

"A foolish consistency is the hobgoblin of little minds."

Ralph Waldo Emerson

- ☒ Pit in the Stomach feeling
 - ☒ Tells you that you feel you are being tricked
- ☒ Heart of Hearts
 - ☒ "Knowing what I know now, if I could go back in time, would I make the same choice?"
 - ☒ Check for first flash of feeling in response



#3 - Social Proof

Definition

- ☒ We Determine What is Correct by Finding Out What Other People Think is Correct
 - ☒ Behavior is correct based on seeing others perform that behavior
 - ☒ Benchmarking



#3 - Social Proof

Implications

- ☒ The Most Powerful When Observing the Behavior of People Just Like Us
- ☒ Exploitation of Power by Profiteers
 - ☒ Sales & Marketing: Testimonials
 - ☒ Consultants: Client listings

“Since 95% of people are imitators, people are persuaded more by the actions of others than by any other proof that can be offered.”



#3 - Social Proof

How The Rule Works

- ☒ Usually Doing What Others are Doing is Okay
 - ☒ Eliminates Undesirable Social Behavior
- ☒ Can be negative
 - ☒ Pluralistic Ignorance
 - ☒ No one helps because they don't see others helping



#3 - Social Proof

Optimal Operating Conditions

- ❏ When People are Most vulnerable
 - ❏ When we are unsure of ourselves
 - ❏ When the situation is unclear or ambiguous
 - ❏ When uncertainty abounds
 - ❏ When things are unfamiliar



#3 - Social Proof

Defense

- ❏ Recognize Incorrect Data
 - ❏ Be alert
 - ❏ Do models really drink milk?
 - ❏ Does George Foreman really cook?
- ❏ Never Fully Trust Automatic Pilot
 - ❏ Check information from time-to-time
 - ❏ Check references
 - ❏ Call previous employers



#4 - Liking

Definition

- ❏ We Prefer to Say Yes to Those People We Know and Like



#4 - Liking

Why Do I like You?
Let Me List the Reasons.....

- Physical Attractiveness
- Similarity
- Compliments
- Familiarity

#4 - Liking

Implications

- Increase Likelihood of Compliance through Association
- Exploitation of Power by Profiteers
 - Sales: Mary Kay, Tupperware, etc.
 - We buy because we like the person hosting the party
 - Sales: Car Salespeople
 - Use Manager as "bad guy" vs. "good guy" salesperson
- Association Can be Negative
 - Bearer of Bad News Often Killed

#4 - Liking

Tactics

- Pretend Similarity
 - "We share the same goals"
- Marketing Through Celebrities and Physical Appearance
 - People associate themselves with the person in the ad
- Pavlov Response
 - People become fonder of the people and things experienced while eating
- Publicize Our Ties to Successful People or Situations
 - Sports Team - "We're Number One!"

#4 - Liking

Defense

- Very Difficult – Most of the Time We are Unconsciously Responding
- Concentrate on the Effects Rather Than the Causes
 - Do we like the person more quickly or deeply than we would have expected
 - If yes, then separate your feelings about the person from your feelings about the request
 - Make your decisions on merit of the offer



#5 - Authority

Definition

- Saying "Yes" to The Person Who Looks Like They Have Authority



#5 - Authority

Why The Rule Works

- Multilayered and Widely Accepted System of Authority Allows Development of Social Structure – Keeps Society Together
 - Submission and loyalty to legitimate rule
 - Taught by parents, school, legal system, government
- Authority Figures Give Beneficial Advice
 - Oprah
 - Dr. Phil



#5 - Authority

Types of Authority

- Titles
 - Symbol of authority
- Size
 - Bigger is better
- Status
 - Symbols connoting expensive is better
- Clothing
 - Doctor's coat, uniform, priest collar

#5 - Authority

Implications

- Can Create Blind Obedience
 - Abuse of children
 - Terrorism
- Exploitation of Power by Profiteers
 - Politics: Nazi Germany
 - Sales: Connotation of Authority Rather Than Real Authority Often Overlooked

#5 - Authority

Tactics

- Dress to Play the Part
- Reverse Authority

#5 - Authority

Defense

- Heightened Awareness of Authority Power
 - Is the authority truly an expert?
 - Look for evidence of true credentials
 - How Truthful can we expect the authority to be?
 - Check for relevancy of credentials



#6 - Scarcity

Definition

- Opportunities Are More Valuable When They Are Less Available



#6 - Scarcity

How Opportunities Can Be Limited

- Rare Value
 - Collectors of the rare, scarce
- Limited Numbers
 - Impact whether true or not
- Time Limits
 - Deadlines
 - "Buy now or lose the deal"



#6 - Scarcity

Implications

- Based on Psychological Reactance
- Power Comes From Two Sources
 - Trades on our weakness for shortcuts
 - We know that usually if things are hard to get, they are better
 - Therefore we quickly assess and move forward based on previous association
 - As opportunities become more scarce, we hate to lose any opportunity we already had
 - We react against the interference and want the item even more than before



#6 - Scarcity

Implications Continued

- Children's Reactance
 - Terrible Twos
 - Want what they don't have
 - Begin to recognize independence and freedom of choice
- Teens' Reactance
 - Romeo and Juliet effect



#6 - Scarcity

Optimal Conditions

- New Scarcity
 - See a thing as more desirable when it becomes less available than when it was scarce all along
- Competition for Scarce Resources



#6 - Scarcity

Defense

“The Joy is Not in the Experiencing of a Scarce Commodity, but in the Possessing of It.”

- Decide if You Want to Possess It or Use It
 - If possess – go ahead and pay what you think the value is
 - If Use – can you substitute, or how much are you willing to pay?
- Time
 - Evaluate how much time you have and take advantage to better study the situation



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