

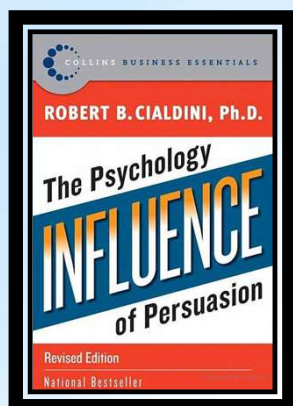
# \* Principles of Persuasion and Influence

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1



## \* Based on the theory of the guru...

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- \*Reciprocation recognizes that people feel indebted to those who do something for them or give them a gift.
- \*You have to go first!
- \*“Thank you” (moment of power) experiment

## \* Principle #1: Reciprocation

- \*When people are uncertain about a course of action, they tend to look to those around them to guide their decisions and actions.
- \*They especially want to know what everyone else is doing - especially their peers.
- \*Hotel towels experiment
- \*Telemarketing example

## \* Principle #2: Social Proof

- \*People do not like to back out of deals. We're more likely to do something after we've agreed to it verbally or in writing.
- \*People strive for consistency in their commitments. They also prefer to follow pre-existing attitudes, values and actions.
- \*Restaurant reservations example

## \* Principle #3: Commitment and Consistency

5

- \*“People prefer to say ‘yes’ to those they know and like,” Cialdini says.
- \*People are also more likely to favor those who are physically attractive, similar to themselves, or who give them compliments.
- \* Even something as ‘random’ as having the same name as your prospects can increase your chances of making a sale.

## \* Principle #4: Liking

6

- \* People respect authority. They want to follow the lead of real experts.
- \* Giving the appearance of authority actually increases the likelihood that others will comply with requests - even if their authority is illegitimate.

## \* Principle #5: Authority



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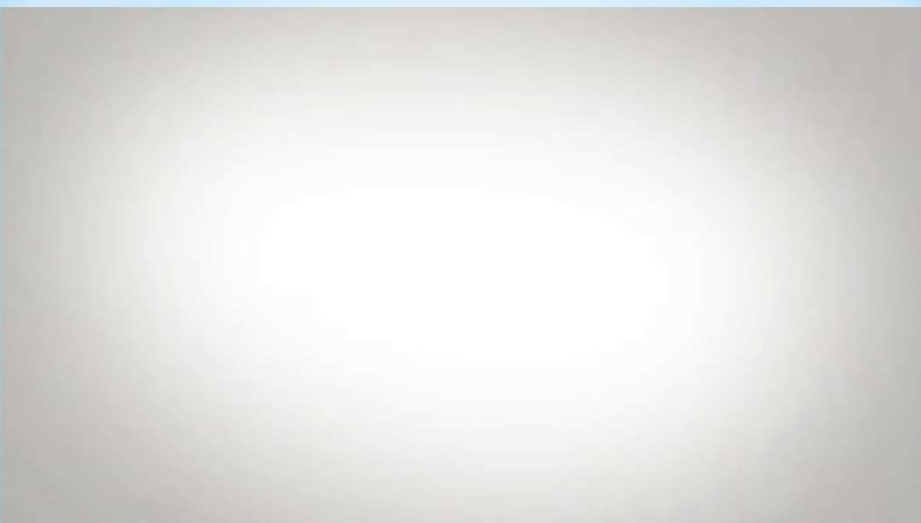
- \* In fundamental economic theory, scarcity relates to supply and demand.
- \* Basically, the less there is of something, the more valuable it is.
- \* The more rare and uncommon a thing, the more people want it.

## \* Principle #6: Scarcity



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\*Thank you  
for your attention

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10