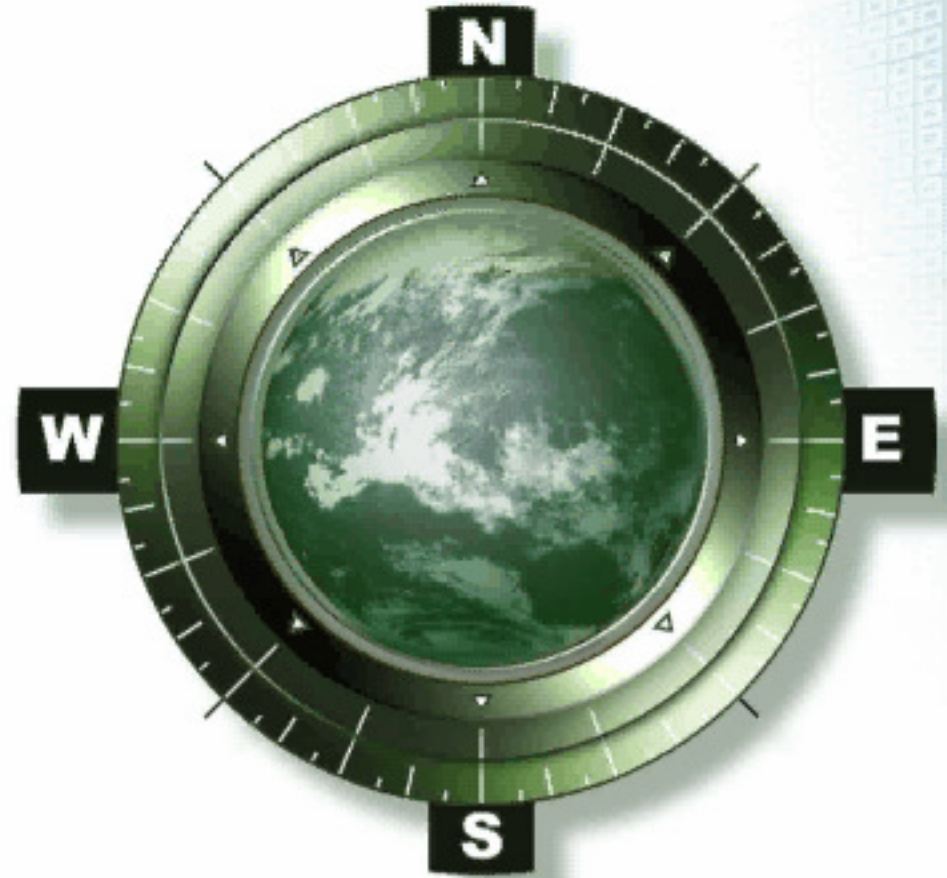


*Required
“Influence”
Skills for
Entrepreneurs*

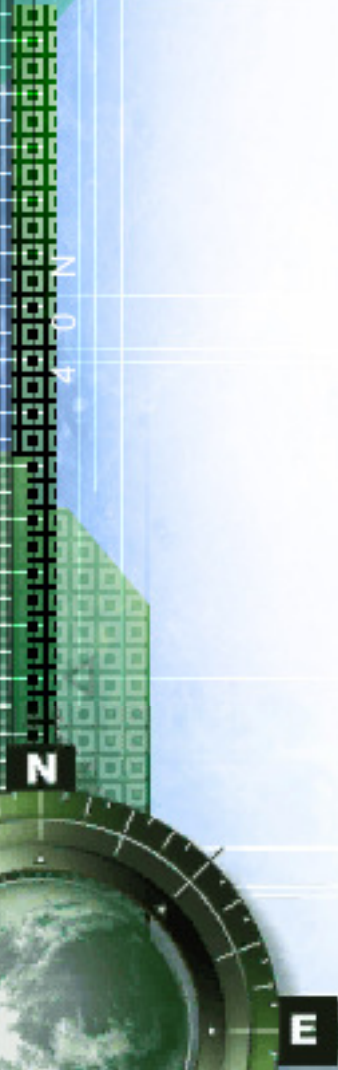


*—Most important skills needed
for any successful venture!*

3 Types of Influencers

- **Bunglers** – Have no idea what the principles are and therefore no idea of how to use them
- **Smugglers** – Know the principles, but use them in an unethical and manipulative manner
- **Sleuths** – Know the principles, but use them in an ethical and “non”-manipulative manner.

How other Feel makes a difference



Principle of Reciprocity

We try to repay, in kind, what another person has provided us. Research shows that there is no human society that does not subscribe to the rule.

Principle of Reciprocity

Triggered by favors, this rule results in the lowering of the natural inhibitions against repaying a favor.

Principle of Reciprocity

Securing compliance from people can be greatly increased by doing them a "favor," whether they ask for it, like it, etc or not!

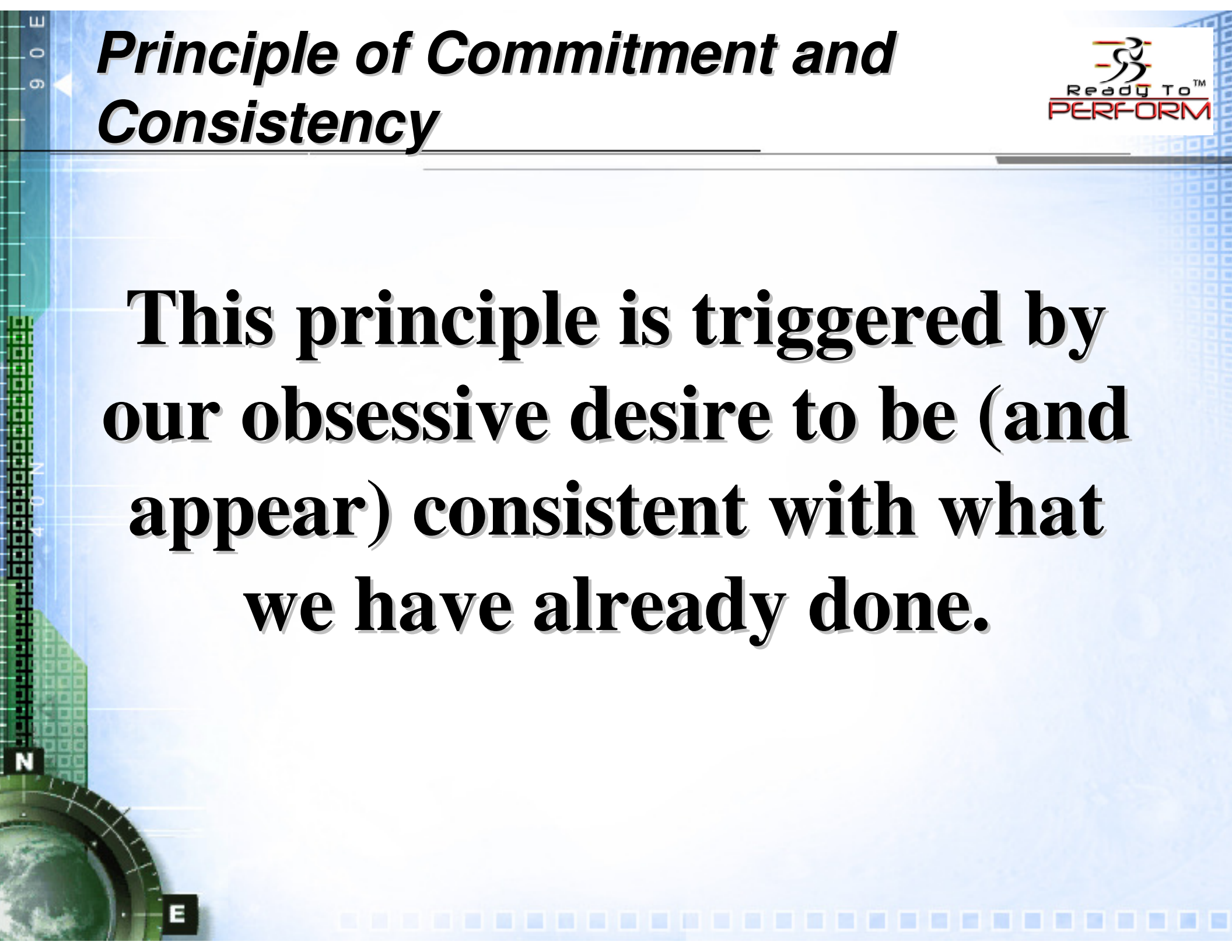
Principle of Reciprocity

**The simple act of a gift
triggers an obligation to
comply, within reason, to the
gift giver's request**

Principle of Commitment and Consistency



This principle is triggered by our obsessive desire to be (and appear) consistent with what we have already done.



Principle of Commitment and Consistency



The drive to be (and look) consistent constitutes a highly potent weapon of social influence, often causing us to act in ways that are clearly contrary to our own best interests.



Principle of Commitment and Consistency



Once we have made a personal choice or taken a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment.

Principle of Commitment and Consistency



- **We have a nearly obsessive desire to be and to appear to be consistent with what we have already committed to. Once we have taken a stand and made a choice, we behave in ways that justify our earlier decision and commitment.**

Principle of Commitment and Consistency



- **The desire to be seen as consistent holds even when the cost, value, state of the original commitment evolves or changes**
- **Public verbal or written commitments drive intense desires to comply**

Principle of Social Proof

One means we use to determine what is correct is to find out what other people think is correct. The principle applies especially to the way we decide what constitutes correct behavior.

Principle of Social Proof

We view a behavior as more correct in a given situation to the degree that we see others performing it.

Principle of Social Proof

- **We tend to determine what is correct, or not, by what other people think is correct**
- **This proof is most powerful with people of our own age and background**

Principle of Liking

Few people would be surprised to learn that, as a rule, we most prefer to say yes to the requests of someone we know and like.

Principle of Liking

Research shows we say yes to people who are good looking, feed us, who we are friends with, are famous, etc.

Principle of Liking

- **Tupperware uses friends to sell to other friends --the success rate is amazing as people simply cannot say no to people they are close to**
- **This is also why referrals from friends work - think about the difference in efficacy in trying to set up a sales call through a friend of the target rather than directly**

Principle of Authority

It is the extreme willingness of adults to go to almost any lengths on the command of an authority that is the focus of this principle.

Principle of Authority

We are trained from birth that obedience to proper authority is right and proper. Information from a recognized authority can provide us a valuable shortcut for deciding how to act in a situation.

Principle of Authority

- **We feel a deep-seated sense of duty to authority figures**
- **Titles, uniforms, clothes, offices reinforce authority and lead to almost universal compliance, even to requests that sometimes conflict with our values and conscience**

Principle of Scarcity

Opportunities seem more valuable to us when their availability is limited. The idea of potential loss play a large role in human decision making.

Principle of Scarcity

**People are more motivated
by what they stand to
“lose” than by what they
stand to gain!**

Principle of Scarcity

We know that the things that are difficult to possess are typically better than those that are easy to possess, we can often use an item's availability to help us quickly and correctly decide on its quality.

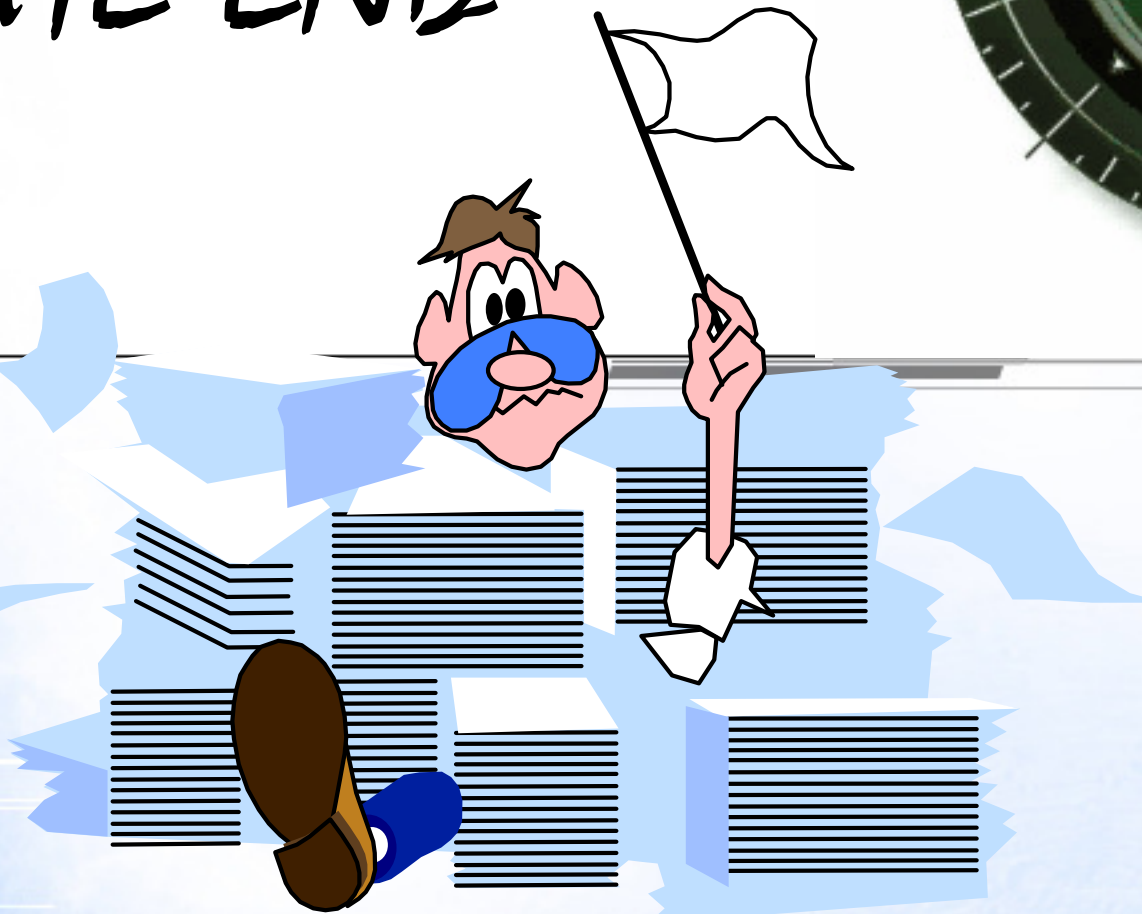
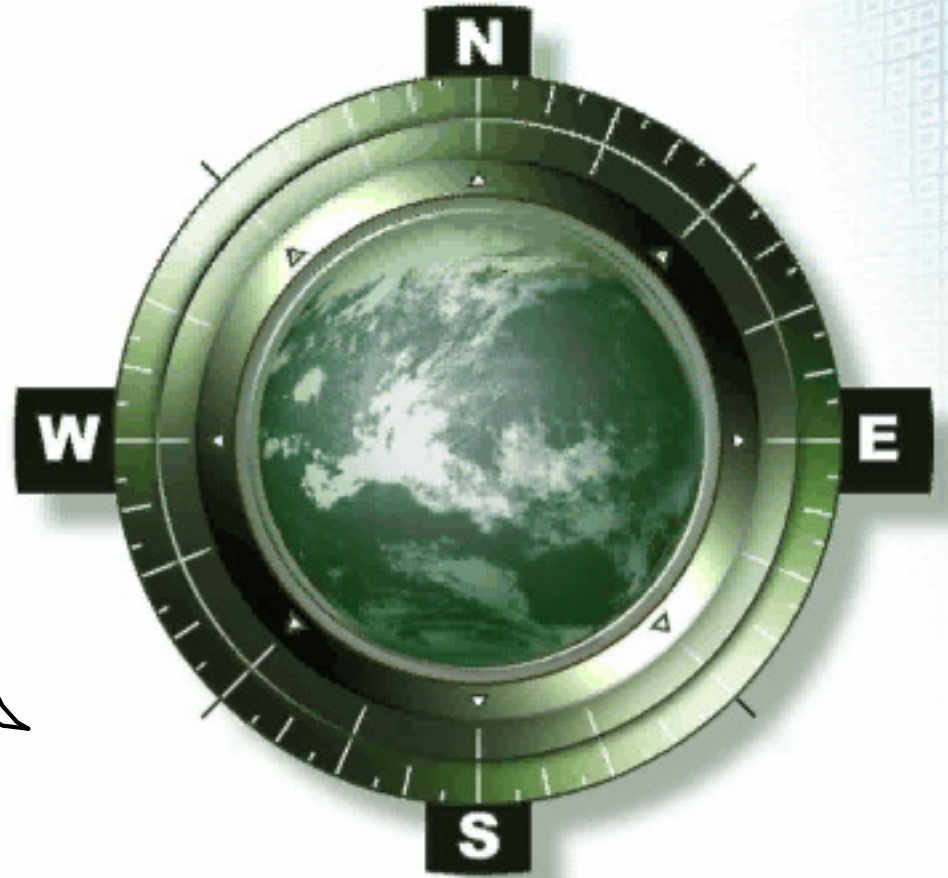
Principle of Scarcity

- **Opportunities seem more valuable to us when their availability is limited**
- **Deadlines, limited supplies, the cost of being left out**

Principle of Scarcity

- **People appear to be more motivated by the thought of losing something than by the thought of gaining something of equal value - stressing loss versus gain is instrumental in positive response rate and compliance**

THE END



90 E
45 N
10 E