

SPLIT – SECOND PERSUASION

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2010 book summary

Five major acts of persuasion or SPICE for short:

1. Simplicity – easier to process in our minds
2. Perceived self-interest
3. Incongruity- definition:
 - The quality of disagreement
 - Not similar, not matching or fitting in
 - Seeming strange, though being out of place or unexpected
4. Confidence
5. Empathy

The power of words – summer 1941 WWII, Flight Sgt. Ward wins the Victoria Cross for action over the Zuider Zee. At 13,000 ft. his starboard engine is on fire, he climbs out onto the wing only secured by a rope tied to his waist to extinguish the fire.

Churchill summons the shy swashbuckling New Zealander to 10 Downing Street to receive his medal. The meeting got off to a shaky start. The fearless airman was tongue – tied. He was unable to answer even the simplest questions due to his nervousness.

Churchill – “**You must feel very humble and awkward in my presence**”, he began.

“Yes, sir” stammered Ward, “I do.”

Churchill – “**then you can imagine how humble and awkward I feel in yours.**”

Churchill used all of the SPICE points in dealing with this challenge.

Eye contact – Eye contact is a human key stimulus of persuasion:

- Make eye contact with another driver when you are trying to get into traffic, and you will be more successful
- Soldiers that wear sun glasses on patrol have a higher degree of unrest and casualties than soldiers that do not wear sunglasses
- Suicide victims, make eye contact and you can win them over more quickly and they may not jump
- Eye contact can account for as much as 55% of information transmission in a given conversation. Want to win in the discussion, make more eye contact.
- Families will go to great lengths to adopt a child in a third world instead of looking closer to home.....why? The TV ads focus on the eyes.
- Many people will do more to ‘rescue’ a dog but do nothing to assist a street person.....why? it’s all in the eyes
- Art galleries – when people look at portraits, they first look at the eyes

Written communication – It is not so much a case of **how much** detail you lay down. More, **how** you lay it down.

Acting smart – studies have shown that if someone acts smart, the inference is that they are smart.

Page 88 – **Pink** – the brain responds well to pink:

- It is a tranquillising colour, a scientific fact
- The evolution of mankind; pink sky in at the sunrise & sunset. Associated with sleep and relaxation
- Other good colours are dark brown & neutral grey

The reciprocal process. Page 86 for the full story:

- Do something for them. The waiter and the tip. Give the guest a candy.....or give a candy, walk away and give another as if you have given it a second thought.....a bigger tip.
- Ask for help
- Advertise, communicate and promote your success

- They helped once; they may help again because of their new affiliation to your cause.
- When calling or meeting ask; is this a good time to talk? Or, how much time do we have? Is there a better time to meet/talk etc. This resists the hard sell and is respectful of their time which will not go unnoticed

The “3 A’s” of social influence:

- **Attention** – control the process of ‘where to look.’ What you say, what your audience pays attention to.
- **Approach** – how our attitudes and beliefs impact on the kinds of decision we make. Our bias’s, how you deliver the message, how your audience will process the information.
- **Affiliation** –
 1. our behaviour, since ancient times, has been inextricably interwoven with the behaviour of those around us
 2. We are hard wired to favour the groups we belong to over those that we don’t
 3. when we all came out of the caves 10,000 years ago, membership in groups was our first life insurance policy, and we have been paying the premium ever since.
 4. Bidding on E-Bay – by bidding low and working up, you increase not only the **financial** investment in the product but their **emotional** investment
 5. **A sports story** – tell the team that you have three names in the envelope that you believe will “let the team down” next year. The result is a positive motivator to get the team to step up to the plate and perform.....in this case, there were no names in the envelope. People do not want to let the team down.
 6. **The difficult kid** – won’t put his seat belt on in the bus.....driver gets out and asks the kid to join him.....they are off to a visit to the zoo.....driver – “we are not going anywhere until you do up your seat belt” Put it all on the kid.....end result is the belt is on and they all go to the zoo.
 7. It is not so much we see ourselves that is important, but rather how others see us. We all want a sense of identity, you belong more, group camaraderie.

The art of a good story – In the courts, cases are won and lost not just on the strength of facts but on impressions:

- A lot is achieved through the power of suggestion.
- Tell a story and take the jury away with him on a narrative journey.
- People make their minds up with their hearts.
- Present the evidence in the right format. The order in which you give information determines how people think.....Grandma needs to go to a retirement facility for her own good. She knows it but resists it.....go to Martha her neighbour, who has decided this is the best choice.....present this fact first instead of trying to sell her on moving because it will be good for her.
- It is easier to convince someone that they were right all along than they were wrong all along.

Touch & physical contact for many cultures is important. It has even more impact if someone more important to you makes contact. “He must really like me.”

We have a powerful, in-built bias that predisposes us to think in a certain way; a time saving devise to get things done without spending a lot of time researching. This bias can work for or against you.

Reciprocity & high marking:

- Start high on the mountain to get to where you want to go, lower down to warmth and security.
- What I really want is a referral.....ask for much more and settle for what I wanted in the first place.
- I am in effect offering a concession after my first request is rejected.

Retail sales strategy – The greater the number of hoops the customer is made to jump through, the greater becomes their commitment to the cause.

Jumping to conclusions – A dogooder accuses a member of the group of being a ‘drinker’ because he parked his van in front of the bar.....the drinker says nothing.....next night he parks his van in front of the dogooders home, she did not make any more accusations after that.

What the large print giveth, the small print taketh away

Theodore Roosevelt – “The most successful politician is he who says what people are thinking most often in the loudest voice.”

Or, as someone else more succinctly put it: The best way to ride a horse is in the direction in which it is going.

Group polarisation :

- Describes what happens to individuals opinions when they form part of a group. They become more extreme.
- Go out with a group and you will spend more shopping
- Prejudiced people who come together to discuss issues of race, they become more prejudiced. However, low-prejudiced people become more tolerant.

Factors that increase conformity:

- Feelings of incompetence or insecurity
- A group presence of at least three members
- Unanimity
- Admiration for the group
- No prior commitments
- A charismatic leader
- And group surveillance of the individual

Strategy:

- A big move covers a small move
- Make noise in the east and attack in the west

The secret to persuasion:

- Appeal to the other persons self- interest
- Or their perceived self- interest
- Kids get what they want by doing one of two things; they trade something or threaten

- If you want to win with the hearts and minds, start with the heart.

The six principles of persuasion:

1. **Scarcity** – the less there is of something, the more we want it.
2. **Reciprocity** – feeling obligated to return the favour. Give something, give information, a positive experience to people. Add a sticky note to your report etc, it increases the response.....ask for the order.
3. **Commitment & consistency** – Like the ‘no show’ idea, we want to be good for our word. Use words like **you & your** so they think of your product or service as their own. Stress the consistent values connecting earlier actions and purchases with actions and purchases you want them to make now.
4. **Authority** – Establish yourself as an authority.
5. **Liking** – Show them that you like them, describe the problem they have, you understand their problem and how they feel because you have been there, you feel their frustrations, we say yes to those we like.
6. **Social proof** – we check out what others are doing if we were not sure ourselves. Offer testimonials, show how other people, people just like them, and have benefited from our products and services.

One of the biggest predictors of altruistic behaviour is that state of mind than you are in. If the client is in a good mood, you can get good results, bad mood, bad results.

Harnessing the power of conviction.....yes we/I can.
If you think you can or think you can't, either way you are right. Spike your brain with confidence

MINDSETS – page 306

One of two signs are up in peoples windows:

1. Those with a closed sign belong to the ‘fixed’ – people who do it their way, are wary of exceeding their comfort zone, who see effort as negative, who are adverse to being stretched, will look for the worst in a situation to boost their self-esteem. Some people have a mindset so fixed, like the fundamentalists, they can at times, be impossible to influence. Studies have shown that at times, it can be

very difficult to get people to **unbelieve** something even when presented with new information.

2. Those displaying the open sign have growth mindsets – people who are more flexible, go with the flow, are more amendable to learning, open to prospects of challenge, will associate with people who can improve their lot, and prefer to assimilate the viewpoints of others.

This is why empathy and self-interest are so important in persuasion. It's not to get others believing what we say, it's to stop them unbelieving, Getting them back on the right track.

Solutions – You do not necessarily have to come up with the solution just a different way of thinking about it. We may not have to find the key, just change the lock.

Threat vigilant - What are anxious people thinking about compared to the rest of us are thinking? Like when you are reading an irrelevant article and you see the word Edmonton.....it will jump out of the page to you.....so it is with anxious people, they are drawn to threatening things around them. They have a bias towards threat. The rest of us can screen most of these things out, anxious people cannot.

I trust you found this summary of interest. I highly recommend that you buy the book to get “the rest of the story”

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