



Barry Moline

Better Solutions, Together

Persuasion Power: Inspiring Agreement and Achieving Success

Barry Moline

barry@barrymoline.com

www.BarryMoline.com

850-251-5060

Is Getting Others to Agree with You...

A part of your job?



Is life happier?



We are Surrounded by Influence



Ethical Influence is Based on Science

True

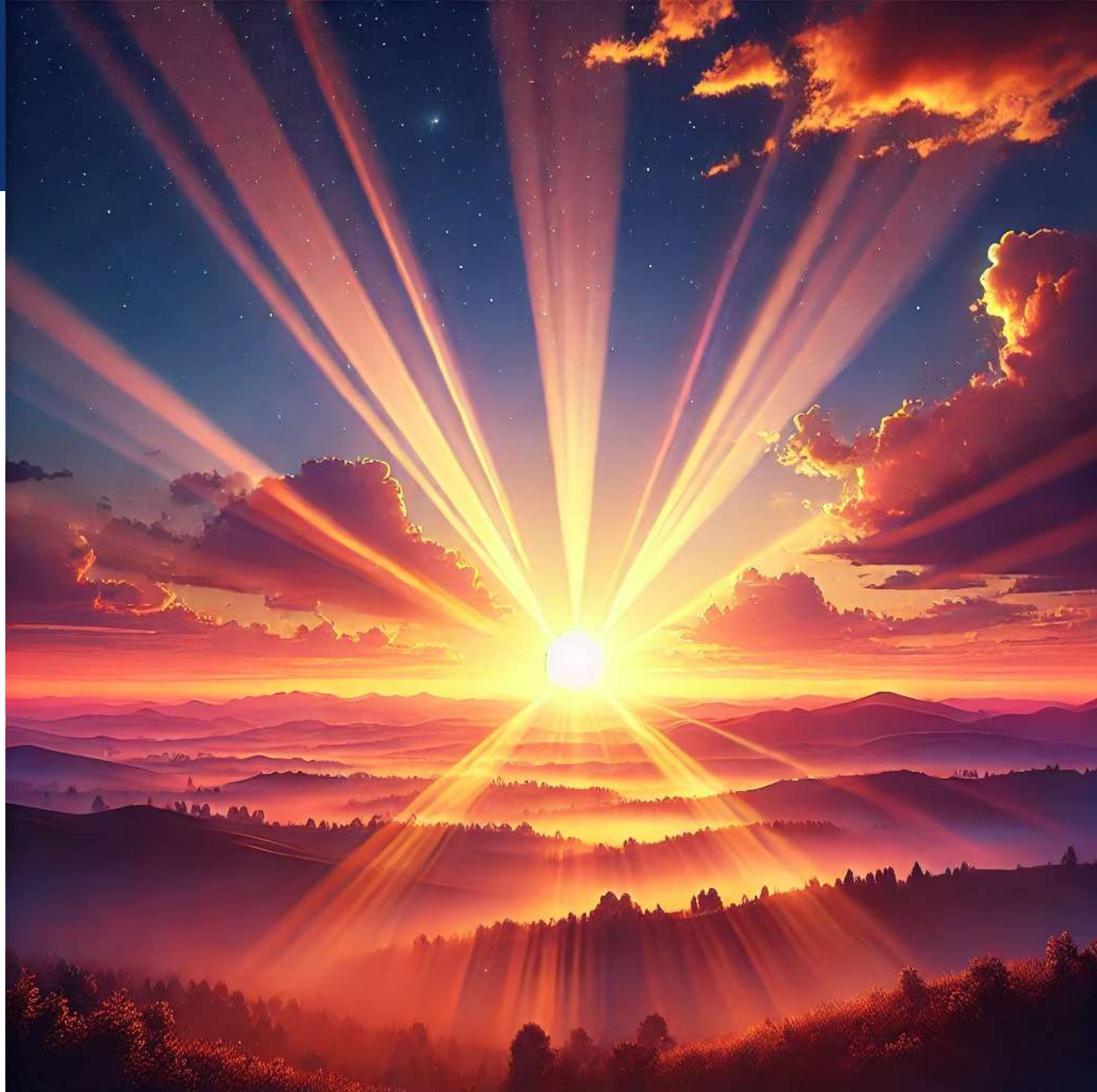
Common Sense

Wise



Today

- **Human decision making**
- **7 Principles of Influence**



Human Decision Making



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Our Brains Like Shortcuts

Our decisions are based on instinct, emotions and social behavior

Reptile brain

- Survival instincts

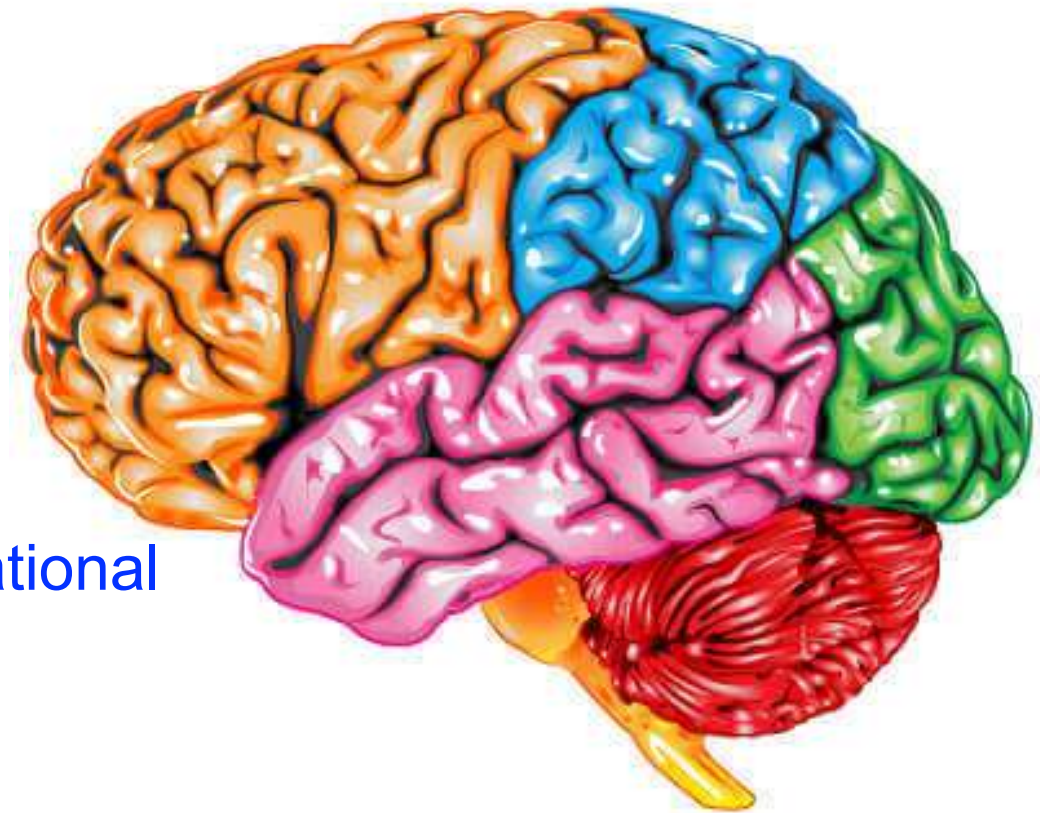
95%

Mammalian brain

- Emotions, social behavior, motivation

Human brain

- Complex problem solving, language, rational



System 1 & System 2 Thinking

“System 1
runs the show,
that’s the one you
want to move.”

Daniel Kahneman
Nobel Prize Winner

GUT

SYSTEM 1



Fast

95%



Everyday
Decisions



Error Prone

LOGIC

SYSTEM 2



Slow

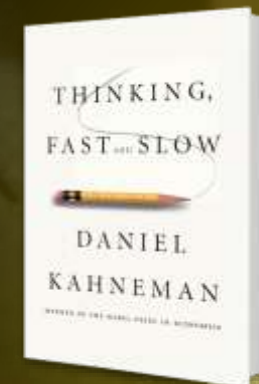
Hard

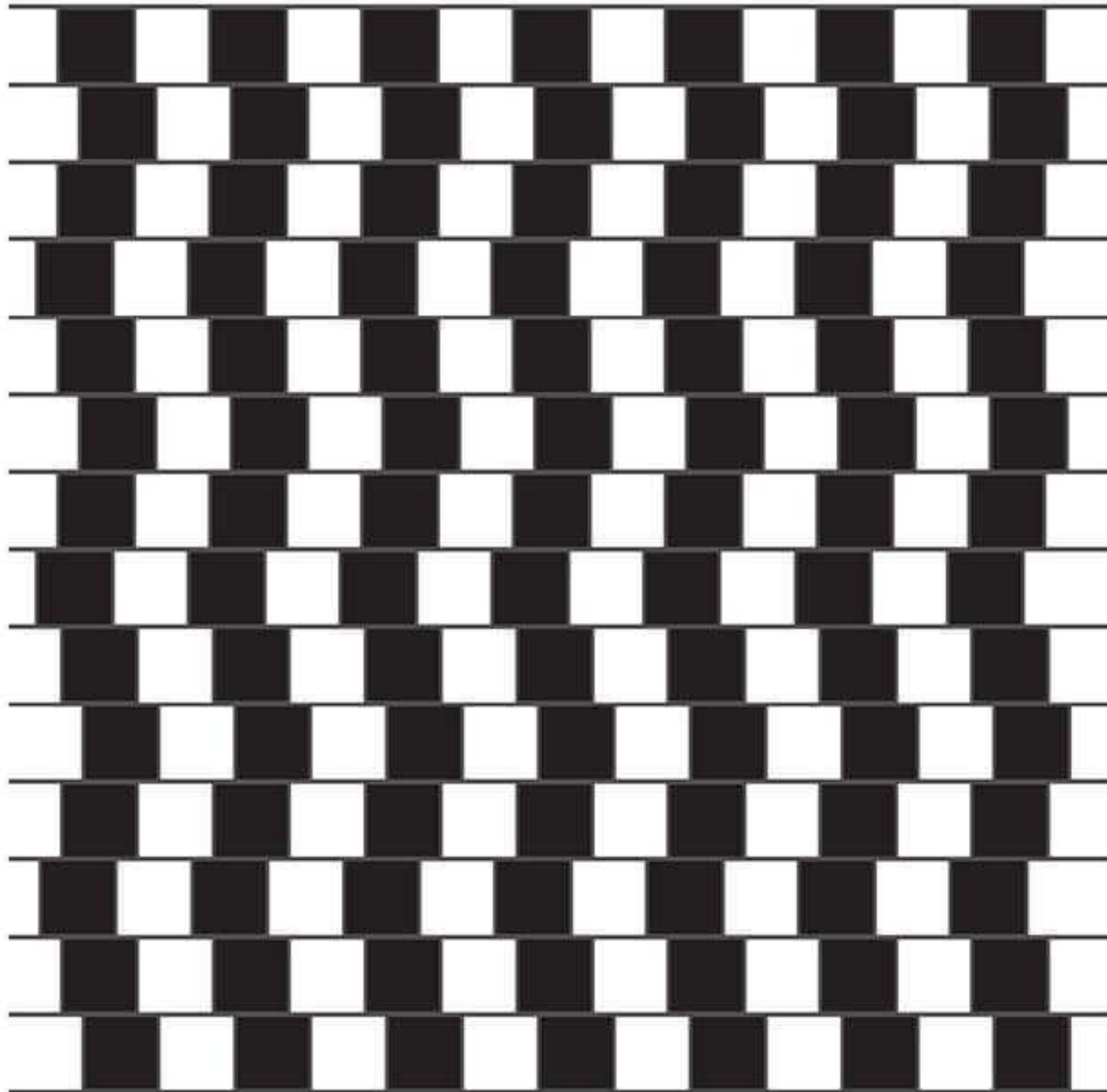


Complex
Decisions



Reliable







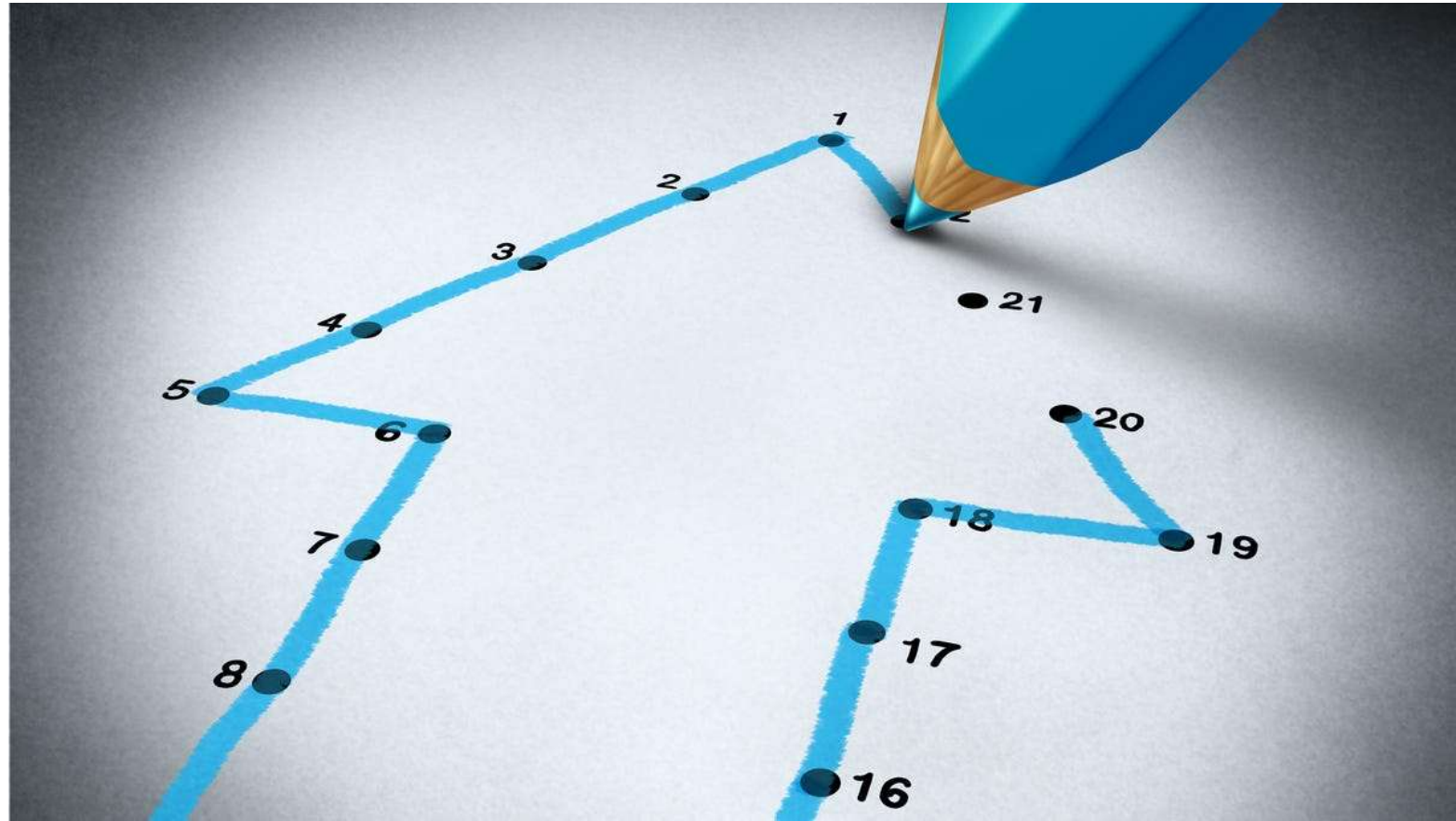
People respond to context



95% of Behavior: Reptile & Mammalian = Gut

Rational decisions take time and energy

- Shortcuts are easier
 - Going with “our gut”
 - **Connecting dots using experience**



7 Types of Influence – Connecting the Dots

Cultivating Relationships

- Reciprocity
- Liking
- Unity



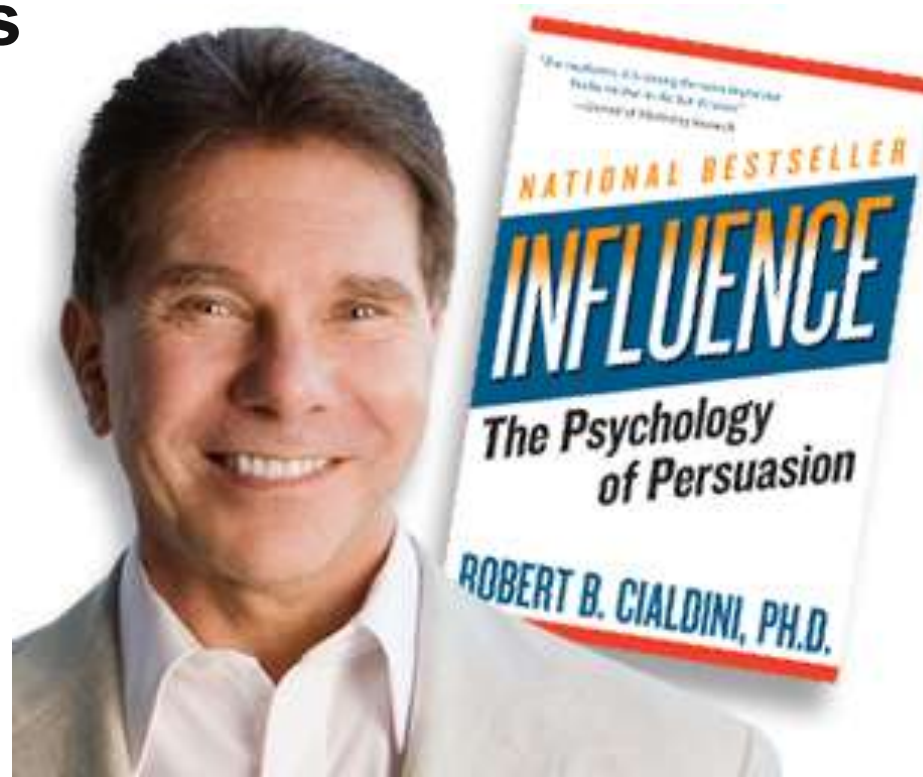
Reducing Uncertainty

- Authority
- Social Proof



Motivating Action

- Consistency
- Scarcity



You Decide Who's In Charge

*If you don't know **how people decide** to become a part of your plan, you will be a part of their plan*



Along the way... **Tap Into Our Collective Brain**

How might you use...X in your work and life?



Takeaways

Secrets to Influence and Persuasion



Relationships – Develop and improve relationships so people feel inspired to work with you

- **Reciprocity:** Freely giving something of value and expecting something in return. Not immediately, but eventually
 - Be generous. Offer a gift
 - "That's what teammates do for each other"
- **Liking:** We grant favors to people we like. The secret: like them first
 - Smile! We like to be around pleasant people
 - Create a website welcome message
- **Unity:** We like people in a similar group, or "team"
 - We're on the same team - with the same goal



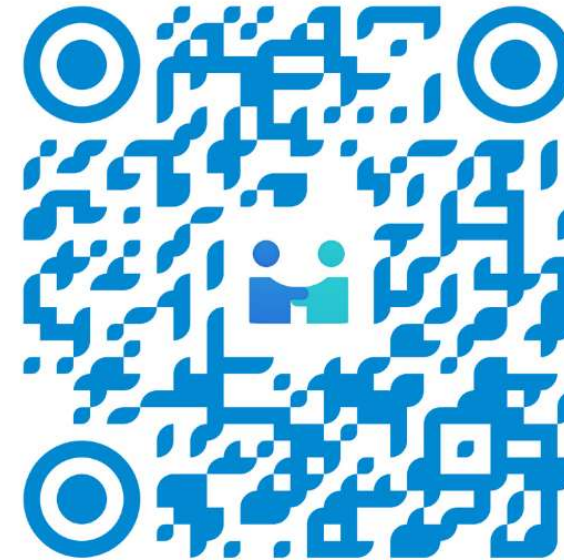
Uncertainty – Reduce uncertainty and provide information to improve comfort with their decision

- **Authority:** We follow people who we perceive are in charge
 - Logo shirts
 - Seek advice, not feedback
 - Introduce colleagues as experts; when speaking, let someone introduce you
- **Social Proof:** We look to others when we're not sure what to do
 - Show what the crowd is doing



Motivation – Encourage action by helping people commit first, and get faster decisions with limits

- **Consistency:** We like people and organizations we are committed to and have consistent behavior to ours
 - Get buy in: Can you get this done by Friday?
 - Charity: We'd like you to contribute, and we know... "It's your decision"
- **Scarcity:** Prevent procrastination and get faster decisions
 - Limited offer – Make it real



7 Principles of Influence

Relationships

Reciprocity

Liking
Unity



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Reciprocity

Freely giving something of value and *expecting something* in return

- Not immediately, but eventually



Reciprocity

Respond properly to **Thank You**

Not effective:

- "You're welcome"
- "My pleasure"

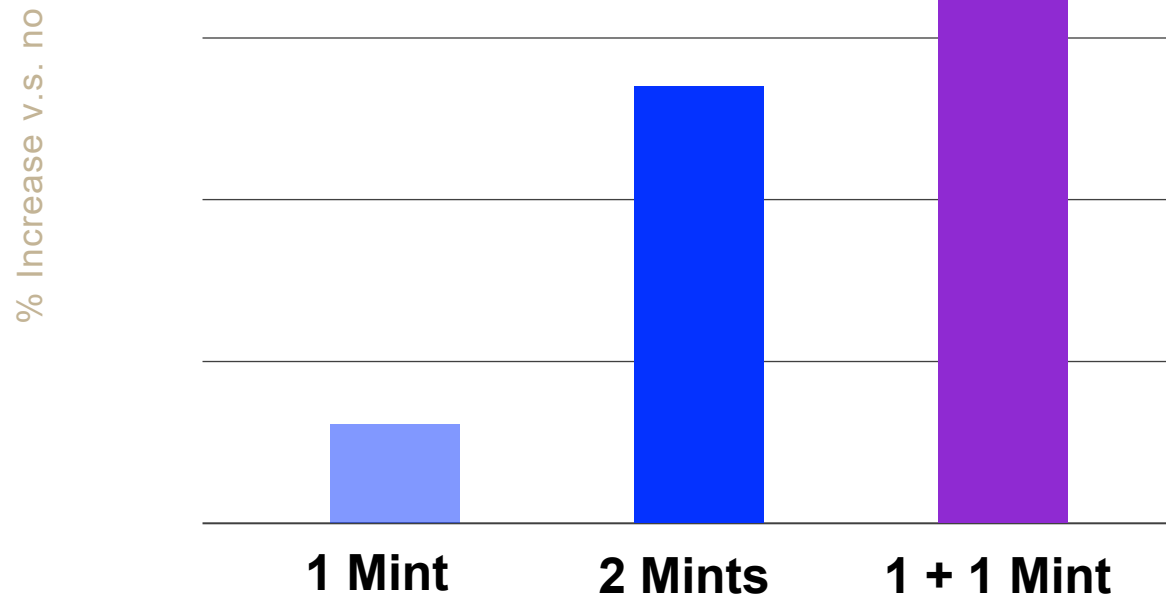
More effective – **ADD**:

- Set expectations & create a "rule":
 - "That's what **teammates/neighbors/friends** do for each other."
 - **Or just... "hey, we're teammates"**



Reciprocity

When a server gives mints and the check together, they get bigger tips



Reciprocity

Free soda for office guest

- Free in refrigerator for all to take, not special

But if offered by colleague...

- Unexpected gift

What type would you like?



Reciprocity

Negotiation – Offer a concession

Perceived gift

- Expect others to feel the need to give you something in return



Reciprocity

Free gift of chocolate

- Customers order more...
 - Feel obligated to repay for free sample

25% to 150% increase in sales



Reciprocity > Ideas

Some intangible gifts

- Attention
- Information
- Trust
- Recognition
- Cooperation
- Time
- Expertise
- Referral
- Public safety advice
- Advice
- Favors
- Solutions, not problems
- Genuine compliments
- Active listening
- Affection
- Laughter
- Cheerfulness
- Genuine interest
- Empathy/sympathy
- Constructive feedback
- Unexpected services
- Opportunities
- Saving the person time
- Being open to ideas different from your own



Reciprocity – Bungles

Response

- Don't say "No problem"
 - Say "This is what colleagues do for each other."
 - "I know you'd do the same if I needed help."
 - "We're teammates"
 - Step further
 - "Right?"
 - ✓ Get agreement



Reciprocity – Is This Manipulative?

No

Expect a future favor, but...

- Do not expect it *immediately*
 - Can't control the timeline
- Attitude: Put goodness into the world



7 Principles of Influence

Relationships

Reciprocity

Liking

Unity



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Liking leads to **Yes**

Liking

We grant favors to people we like

And we're more likely to say "yes"

- Positivity is attractive

We don't buy from grumpy salespeople

- Negativity repels

Leads to a positive brand

- Employees are the brand's positivity
- Customers pick up the feeling



Liking

Factors

- Professional attractiveness – Look the part
- Similar look – people like “us”



Actions

- Try to like them – they’ll get your vibe
- Website – A good “About Us” page
- Smile!



Liking

Most popular kid in high school – and Why?

- Star athlete?
- Cheerleader?
- Good looks?

The one who likes and knows the most people

Mitchell Prinstein (UNC-Chapel Hill) found that sociometrically popular students show higher empathy, cooperation, and self-regulation



Smile Research



Smile Research



Smile

Neutral

Nothing

Frown

Smile Research



Hearts Also Attract



**16%
More
tips**

Hearts Also Attract



**2X
More**

Hearts Also Attract



Hearts Also Attract

Do This!



Liking

Getting someone to like you

Try to like them!

- Ask follow-up questions – get to know them

They'll get your vibe

Smile

Approachable

Attractive

Builds trust

Hearts

Feelings of liking



Liking

We control 50% of a relationship.
We influence 100%.



Christopher Marlow

**Online Liking in the
Digital Age:
Welcome Message**

“ *Welcome to the Cialdini Institute. I'm very pleased you're considering one of my programs. My team and I will be happy to provide you with everything you need to succeed.* ”

Rob Cialdini



Dr. Robert Cialdini

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CONTACT BARRY

Speaker & Successful CEO

Up Your Game with the Secrets of Leadership, Teamwork & Influence



Welcome!
Click for a message from Barry

FOX
BUSINESS

CBS

Los
Angeles
Times

Featured on:
Forbes

WSJ

The
New York
Times

npr

7 Principles of Influence

Relationships

Reciprocity

Liking

Unity



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Unity



Unity

We like people in a similar group, or “team”

- Same team, same goal
 - Same country, state, town
 - Neighborhood
 - Religion
 - School, Job
 - Politics
 - Race
 - Sports team



Unity

We like people in a similar group, or “team”

- Fight together *against* something.
- Similar misery
 - Joint Opponent
- Overseas & Met Someone Local?



Unity

We feel unity “in our bones”

- People smelled the **USED, SWEATY** jersey of two teams – theirs and their rival
- **Home team smelled Ok. Rival smelled terrible**

We don't just disagree on facts, we experience the world differently



Unity

Colleagues: **Call yourselves a TEAM**



How to Bring Unity to “Top of Mind”

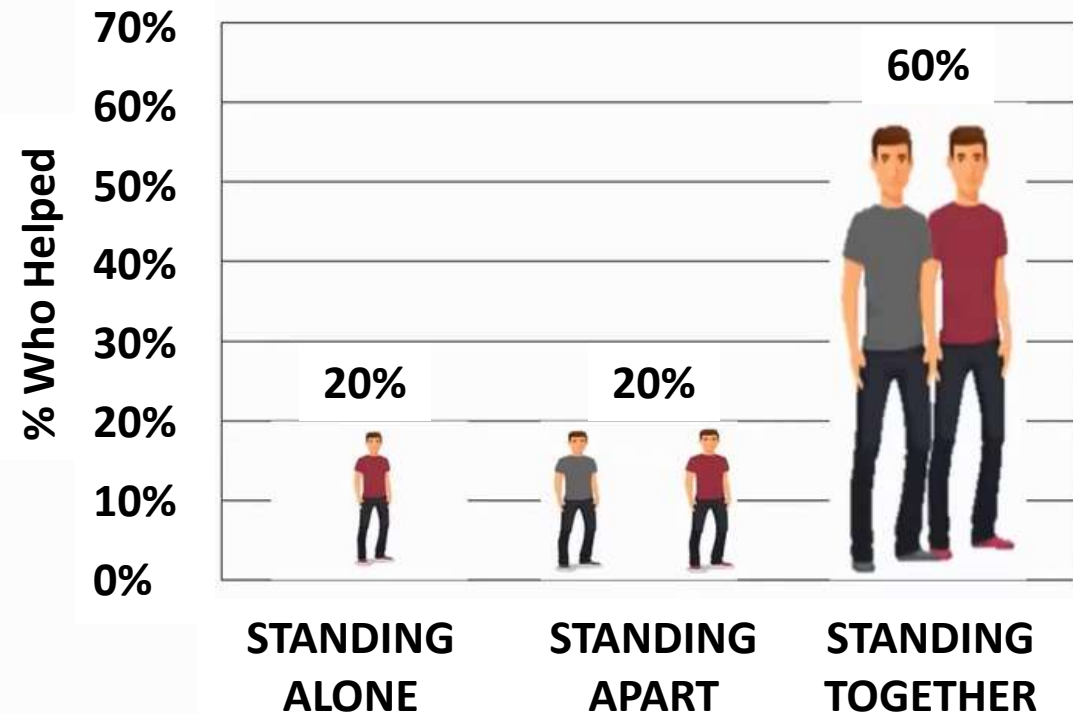
People were shown 3 photos



How to Bring Unity to “Top of Mind”

Researcher dropped some squishy balls on the floor

Would people help the researcher pick up the balls?



How to Bring Unity to “Top of Mind”

Who were the subjects?



Unity

Dialogue with customers

Not “newsletter readers,” but
“our community”

Website photos standing
together



Liking vs. Unity

Liking: We say **yes** to people we like being around – we feel good

Unity: We say **yes** to people who belong to us – a shared identity.



Tap Into Our Collective Brain

How might you use reciprocity, liking, and unity?



7 Principles of Influence

Uncertainty

Authority

Social Proof



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Authority

We follow people we *believe* are in charge

- We think they know what they're doing
- Uniforms/logo shirts



Authority



**9 OUT OF 10
DENTISTS RECOMMEND
SENSODYNE® TOOTHPASTE**





Jeans vs. Suit



A blurred night city street scene with a crosswalk and pedestrians. The background shows city lights, traffic lights, and buildings. A person in a light-colored coat is walking across the crosswalk in the foreground. The overall scene is out of focus, emphasizing the large text overlay.

350%



Authority > Big tip!

Don't ask for *feedback* – you get a *critic*

Instead ask:

“Would you be willing to help me?”

“Please give us your opinion”

“What do you think of our service?”

“Can we ask for your
Advice?”

Now you have a partner



3x
more
motivation!

Introductions

Always have someone introduce you

They convey authority upon you



**Introduce a
Colleague
as an Expert**

Introductions effective from your own organization

Impact on Sales from Introductions:
Real Estate Agency



Potential renters called in response to an ad



Increased
signed contracts

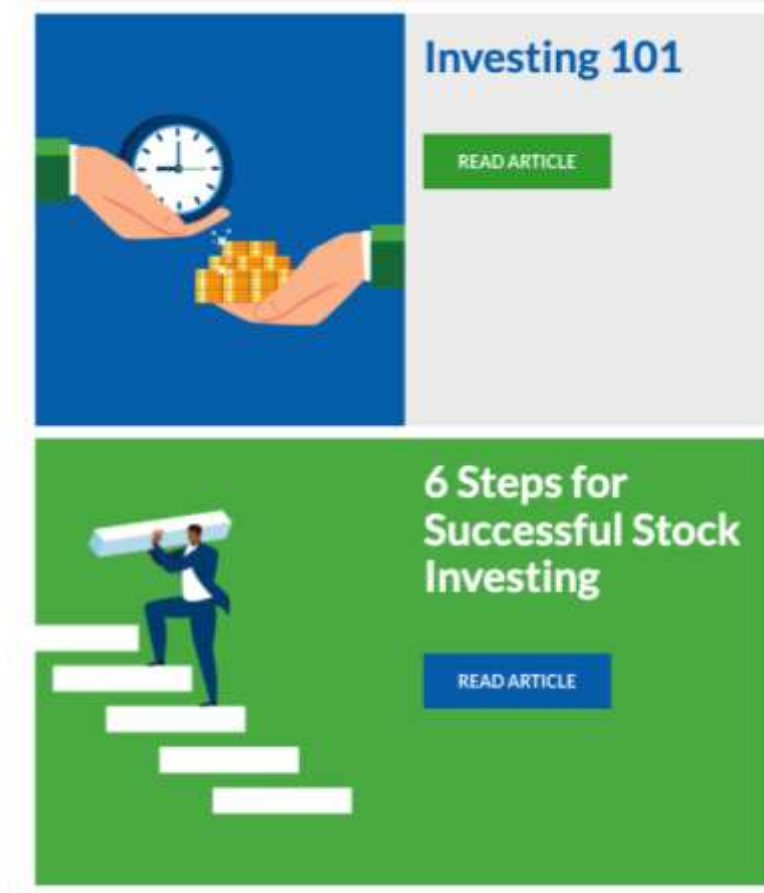
15.5%



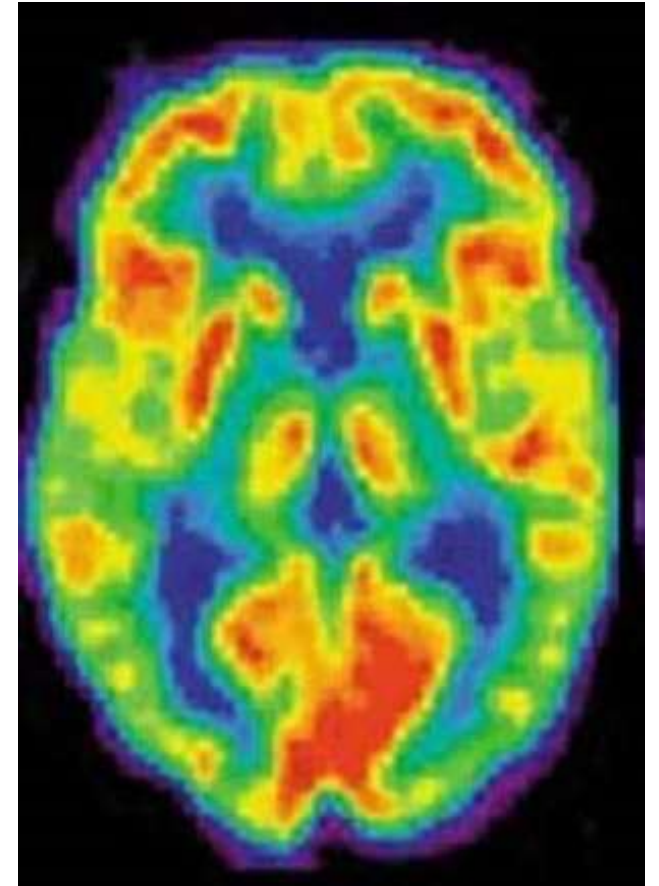
The Power of Introductions and Authority

Group 1

Given \$10k and educational materials to read on investing



Full Brain Activity



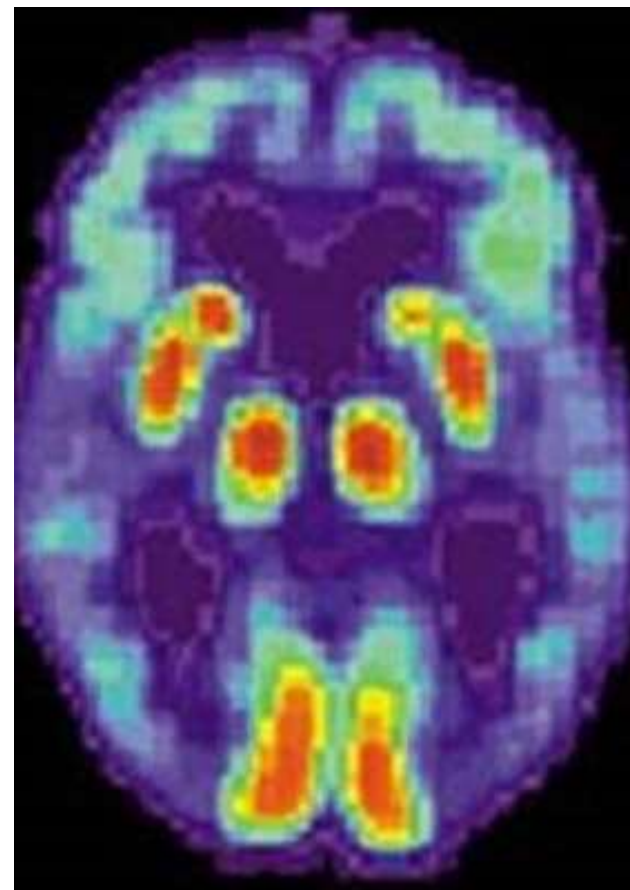
The Power of Introductions and Authority

Group 2

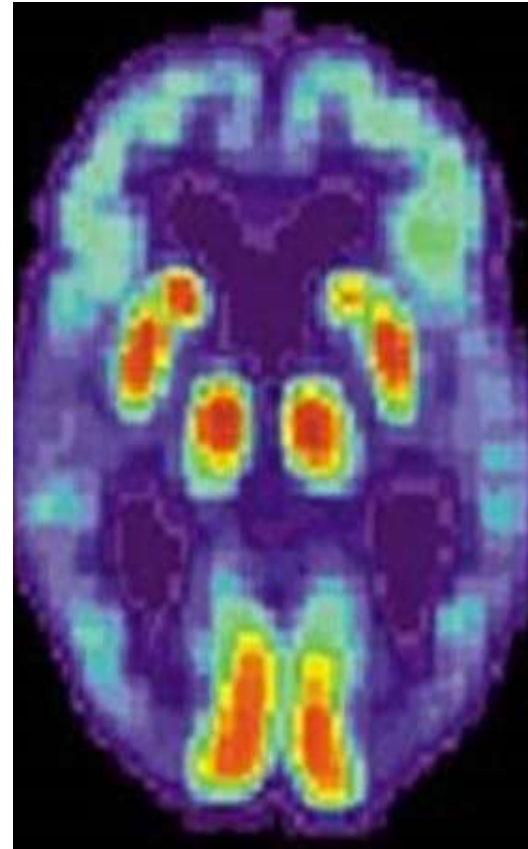
Given \$10k & told that an award-winning investment advisor would manage their money



Stop Thinking For Themselves



You Are an Authority – Use It!



7 Principles of Influence

Uncertainty

Authority

Social Proof



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Social Proof

We look to others when we're not sure what to do

14% of people trust an ad

70% trust someone else's opinion

- Customers tell their positive story using your product/service



Francois Mercer

@reallygreatsite

Social Proof

Hotels

Stays (AirBnB, VRBO)

Nearly every product & service

Amazon

Kendal: 7 properties found

Visitors love: restaurants, shopping and riverside walks



- Top picks for families
- Lowest price first
- Review score and price
- Review score
- Distance from city centre
- Stars

The Riverside ★★★★ Fabulous 8.6
1,095 guest reviews

Breakfast included

Kendal - Show on map (2.1 miles from centre)

In high demand! Booked 5 times in the last 24 hours

Recommended for 2 adults, 2 children

Sleeps: 4
2 x Double Room

FREE cancellation
Risk free: You can cancel later, so lock in this great price today.

Price for 2 adults, 2 children for 3 nights: £648

See our last available rooms >

The Glen Guest House ★★★★★ Exceptional 9.5
264 guest reviews

Breakfast included

Kendal - Show on map (2.1 miles from centre)

Recommended for 2 adults, 2 children

Sleeps: 2
1 x Double Room

FREE cancellation - no prepayment needed
Risk free: You can cancel later, so lock in this great price today.

Only 1 room left on our site!

Sleeps: 2
1 x Double Room

FREE cancellation - no prepayment needed
Risk free: You can cancel later, so lock in this great price today.

Only 1 room left on our site!



Social Proof – Airfare – Travel Insurance

Highly Recommended: Protection for your trip to Palm Springs

Get peace of mind on your trip to Palm Springs — make sure you are protected.

* Required: Select Yes or No to continue

Highly Recommended

Yes Add protection for \$21.88 total.

- Compensation
Up to 100% reimbursement for a covered trip cancellation and interruption
- Peace of mind
Insurance for covered travel delay expenses and delayed, lost, stolen or damaged baggage

No **Attention: Your trip is NOT protected.**

33,664 guests protected their trip in the last 7 days

Energy Conservation & Social Proof



Asked a Focus Group

1

**CONSERVING
ENERGY
HELPS THE
ENVIRONMENT**

2

**CONSERVING
ENERGY
HELPS FUTURE
GENERATIONS**

3

**CONSERVING
ENERGY
SAVES MONEY**

4

**YOUR NEIGHBORS
ARE ALREADY
CONSERVING
ENERGY**

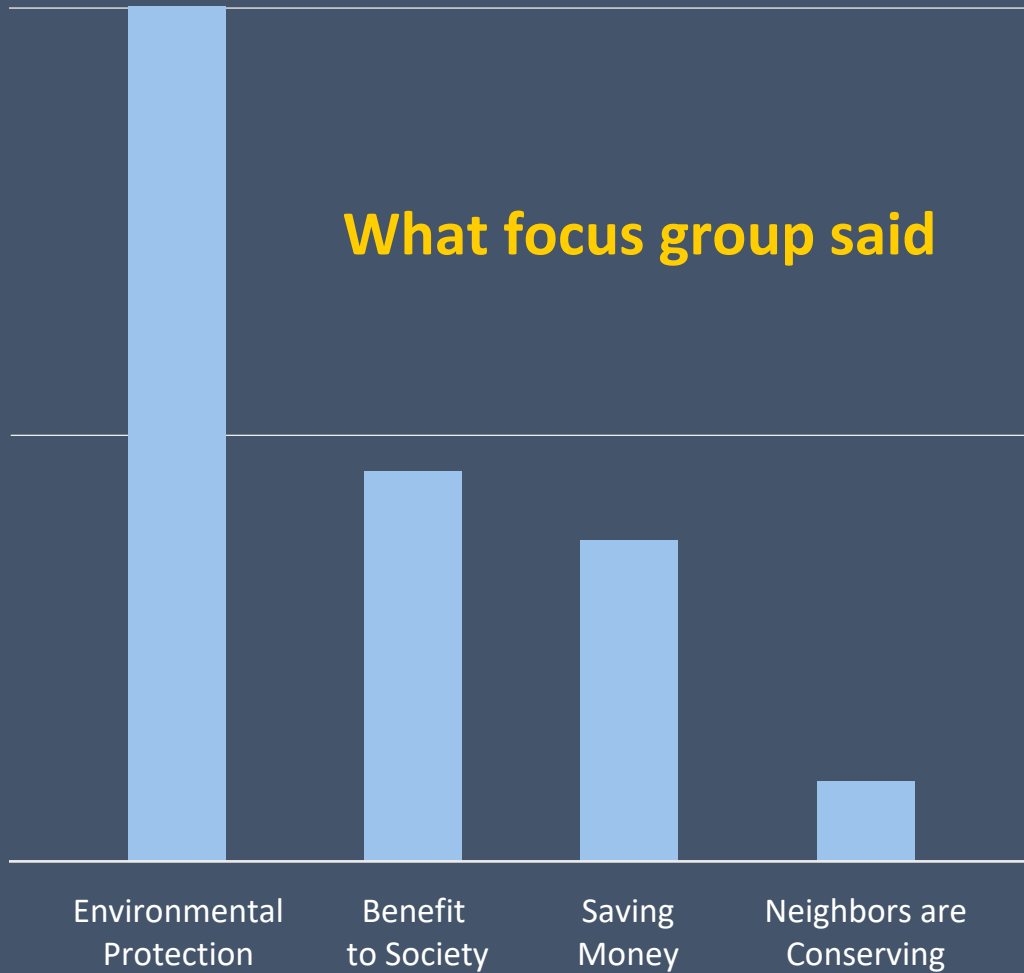
Energy Conservation Message Effectiveness

**Which message
did people say
would influence
them to conserve
energy?**



Energy Conservation Study

What focus group said



What customers did



Tap Into Our Collective Brain

How might you use authority and social proof?



7 Principles of Influence

Motivation

Consistency

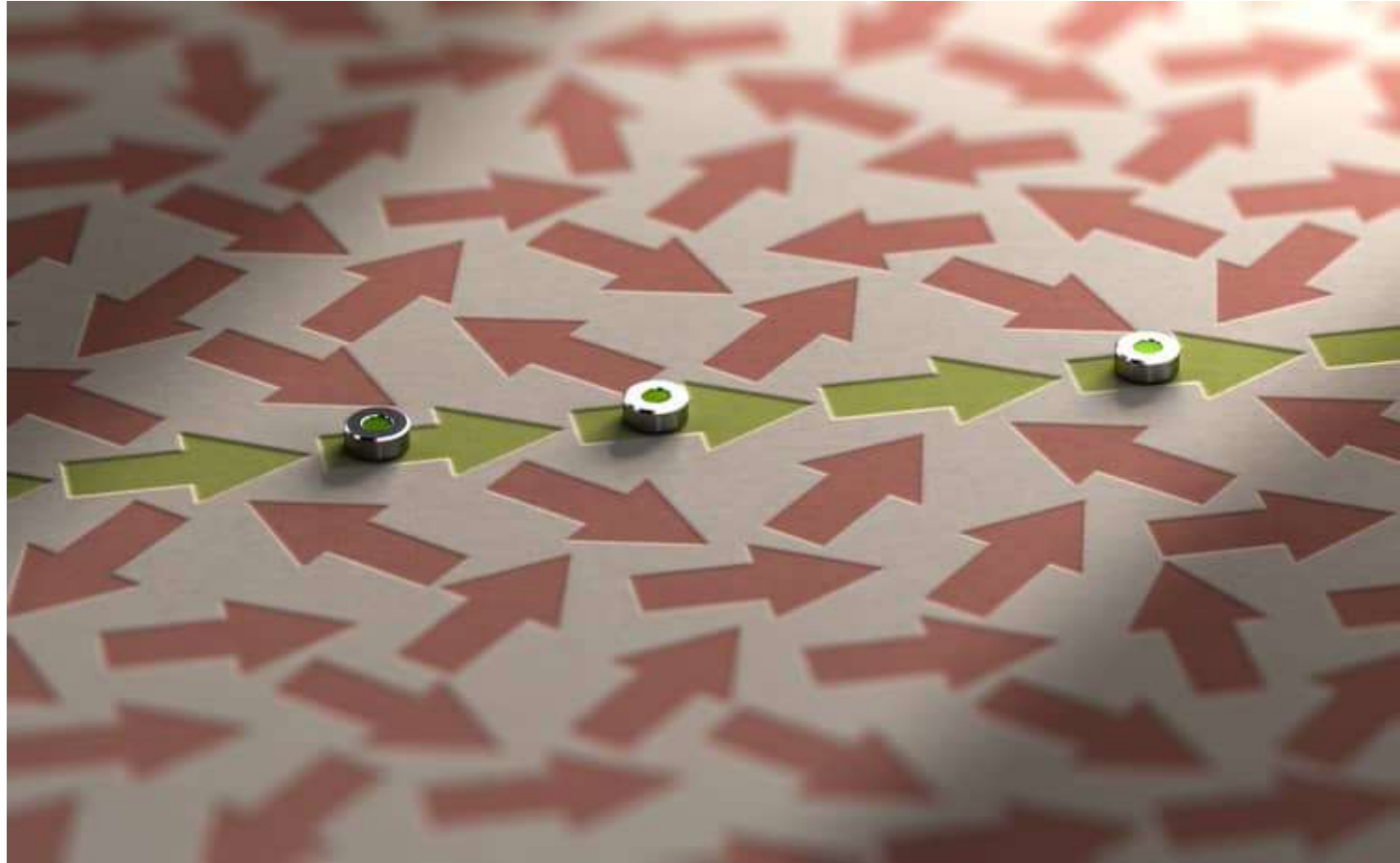
Scarcity



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Consistency

When we make a choice, we like to stay consistent with what we have previously said or done



Consistency

**We like people and organizations
we are committed to**

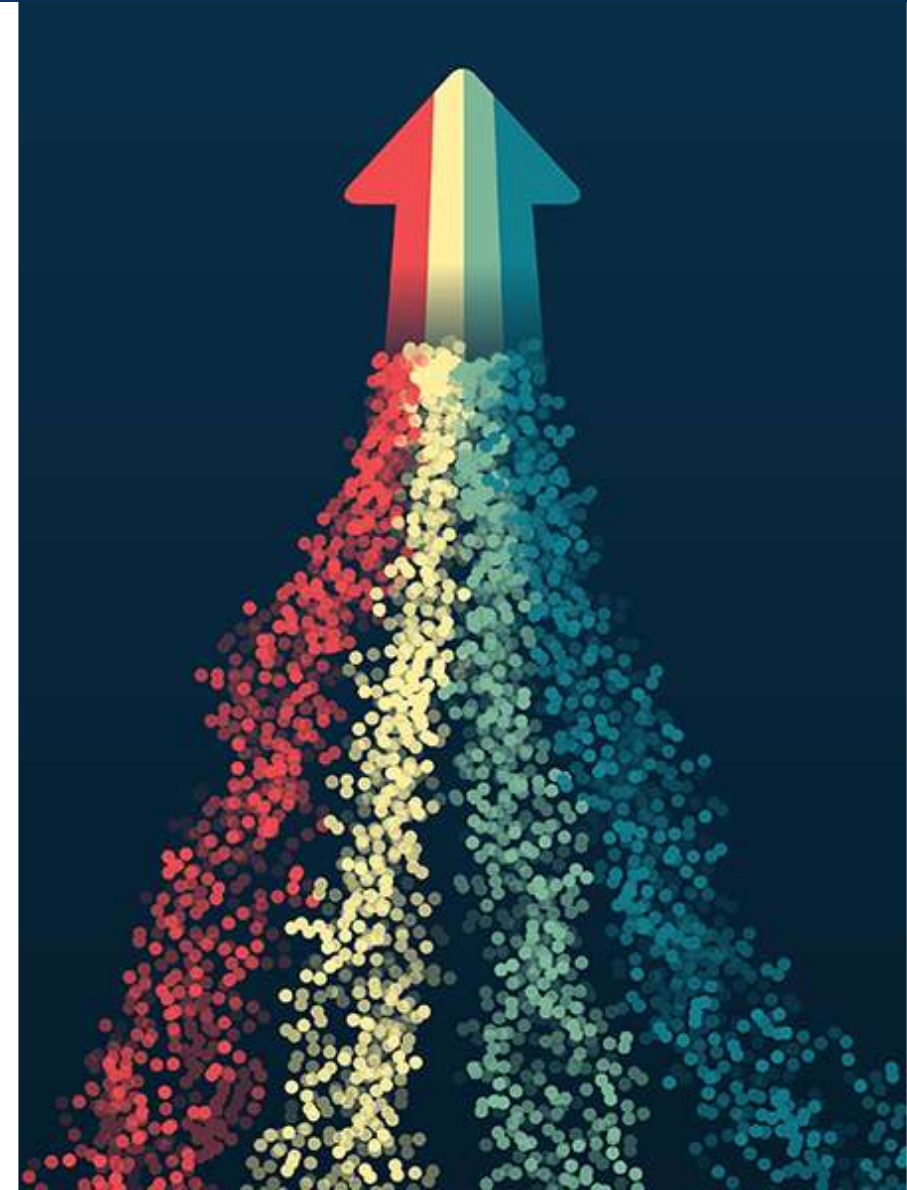
We generally agree with them

Social groups

Political groups

Religious groups

Mailing list subscription



Boy Scouts Problem Selling Popcorn

Raise money selling popcorn outside supermarkets

15% of shoppers bought

“Would you like to buy some popcorn?” No...

“It’ll help the Boy Scouts”



Boy Scouts Problem Selling Popcorn

- **Flipped the script – 55% bought**

“Do you support the Boy Scouts?” Yes...

“Would you buy some popcorn to support the Boy Scouts?”

Why?

On record and committed as supporting

Increased Sales
by **367%**



Consistency

Gordon Sinclair's Restaurant

Chicago





Consistency

Gordon Sinclair's Restaurant in Chicago

30%
no-show rate

Consistency

Gordon Sinclair's Restaurant in Chicago

**“Please call
if you have to
change or
cancel your
reservation”**



Consistency

Gordon Sinclair's Restaurant in Chicago

**“Will you
please call
if you have to
change or
cancel your
reservation?”**

“Yes!”



Consistency

Gordon Sinclair's Restaurant in Chicago

**No shows
dropped
to 10%**

66%

improvement



Helping Someone to Commit

Instead of “Please get this done by Friday”

Ask...

“Will you get this done by Friday?”

Get the answer, the commitment



What Does Your Server Say?

How is ~~everything~~?

Is everything tasting
good?

They are planting the
answer
in the question



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Moving People to Your Side – **Magically**

~~What do you **think** of this idea?~~

What do you **like** about this idea?

~~What **don't you like** about this idea?~~

What **would you like** to add to this idea?

How would you improve on **this idea**?



People help you improve & convince themselves it's good

Anchoring in Negotiation

Seller Starting High: First number “feels” fair

Buyer: Any lower price “feels” like a better deal

Buyer Starting Low: First number “feels” fair

Seller: Higher price “feels” like a better deal



7 Principles of Influence

Motivation

Consistency

Scarcity



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Scarcity

Unique, rare and dwindling in availability

But, must be real



NEW! Bose Music System

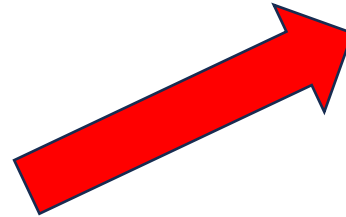
Target: Audiophiles

Hear what you've been missing.

INTRODUCING THE NEW BOSE WAVE MUSIC SYSTEM

Created FOMO

Sales increase
+45%



Hear what you've been missing.

INTRODUCING THE BOSE® WAVE® MUSIC SYSTEM.

PERFORMANCE everyone can recognize.

SIMPLICITY everyone can appreciate.

ELEGANCE that speaks for itself.



ITS HERITAGE *Popular Science* called the original Bose Wave® radio "a sonic marvel." The *Chicago Tribune* said its sound was "superb." And *Forbes ASAP* magazine placed it on their "All-Time A-List" of technology breakthroughs that have changed the world. Now, the award-winning predecessor has been engineered to a new standard of performance, simplicity, and elegance.

ITS NEW PERFORMANCE

- Reproduces one-half octave lower musical notes.
- Produces even greater instrument clarity and definition.
- Plays the newer MP3 CDs as well as conventional CDs and of course, FM/AM radio. (MP3 CDs can contain as many as ten standard CDs on just one disc.)
- David Novak, the Gadget Guy, says, "It can easily replace whatever component system you currently have."

FREE shipping with your order.

ITS NEW SIMPLICITY

- No buttons! It is completely and conveniently controlled by a small, elegant remote control.

ITS NEW ELEGANCE

- The original model has been repeatedly praised for its distinctive design. The new model has carried this design to an unprecedented level with the absence of all buttons.
- A thin, slot-loaded CD player replaces the previous top door mechanism.

NEW BOSE PAYMENT PLAN AND A 30-DAY EXCITEMENT GUARANTEE. Use your own major credit card to make 12 easy payments, with no interest charges from Bose.* Our Excitement Guarantee lets you experience the new Wave® music system for 30 days risk free. During this trial period please compare, side by side, the sound to that of larger and more expensive sound systems owned by you or your friends. You will appreciate our request when you make this comparison.

TO ORDER OR LEARN MORE, CALL TODAY

1-800-xxx-xxxx, ext. TGXXXX

Discover all our innovative products at
www.bose.com/tgxxx

BOSE
Better sound through research.®

Pizza Toppings – Add or Take Away?



Sell More: Give Up Front, Then Take Away

Margherita



AVERAGE PRICE

\$14



+ \$1.50



Fully Loaded



AVERAGE PRICE

\$16

= \$20

Don't want to give up what they already have

Scarcity

Prevent Procrastination & get faster decisions

Losing something hurts 2x more than winning

Order now!

- Day/week deals
- Limited time
- Limited stock – Girl Scout cookies
- Exclusivity
- Limited number of spots

Kendal: 7 properties found
Visitors love: restaurants, shopping and riverside walks

Map view

Top picks for families | Lowest price first | Review score and price | Review score | Distance from city centre | Stars

The Riverside ★★★★★
Breakfast included
Fabulous 8.6
1,095 guest reviews

In high demand! Booked 10 times in the last 24 hours

Booked 10 times in last 24 hours

In high demand!

Sleeps: 2
2 × Double Room
FREE cancellation
Risk free: You can cancel later, so lock in

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See our last available rooms >

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Recommended for 2 adults, 2 children

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Sleeps: 2
1 × Double Room
FREE cancellation - no prepayment needed
Risk free: You can cancel later, so lock in this great price today.

Only 1 room left on our site!

 Gust de Backer

Scarcity – Keep it Ethical



Tap Into Our Collective Brain

How might you use consistency and scarcity?



How to “Turn Off” Your Gut Thinking

Invoke Logical Thinking:

1. Walk away

2. Analyze

3. Decide outside the environment



7 Types of Influence – Review

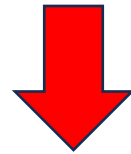
Relationships

- Reciprocity
- Liking
- Unity



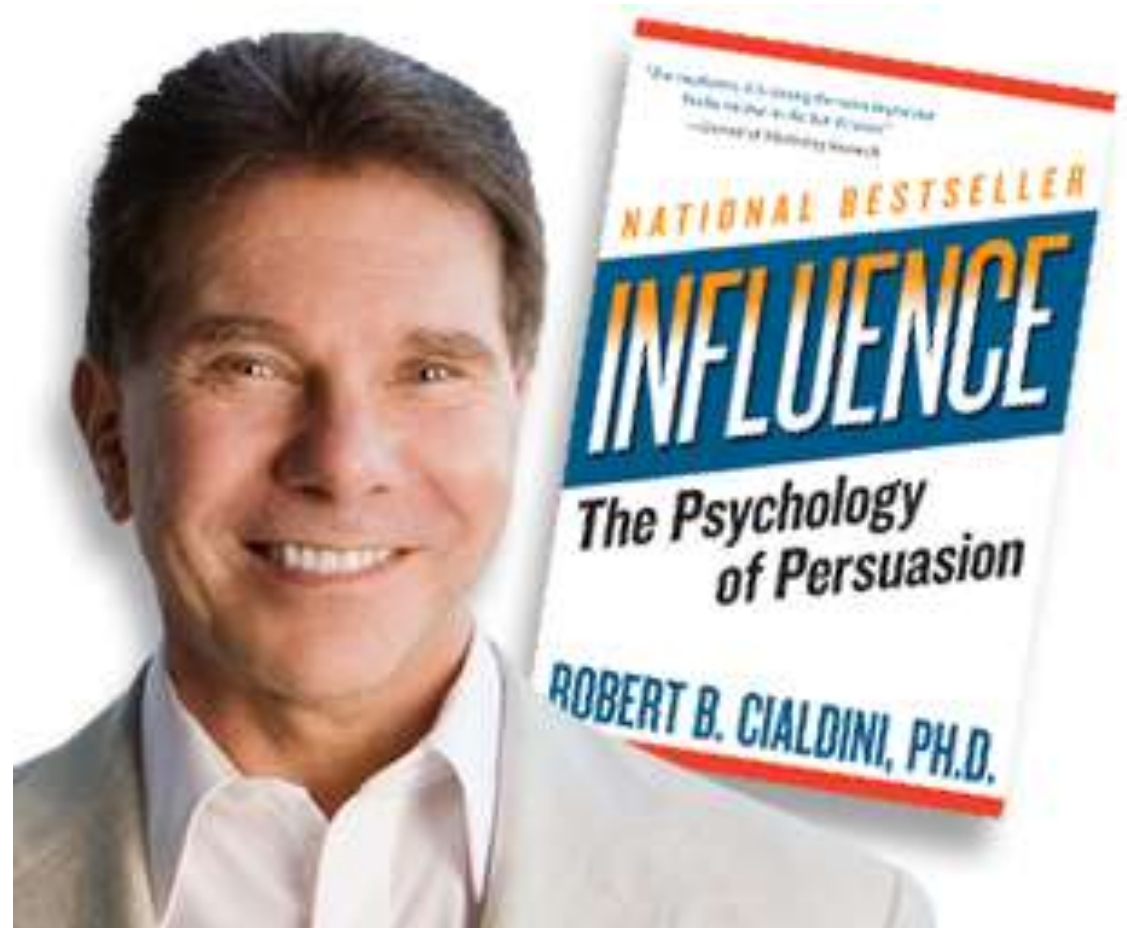
Uncertainty

- Authority
- Social Proof



Motivation

- Consistency
- Scarcity



Influence Takeaways

Reciprocity

- Be generous. Offer a gift
- “That’s what teammates do for each other”

Liking

- Try to like someone first
- Smile
- Hearts
- Website welcome message

Unity

- Same team, same goal



Influence Takeaways

Authority

- Logo shirts
- Seek advice, not feedback
- Introduce colleagues as experts

Social Proof

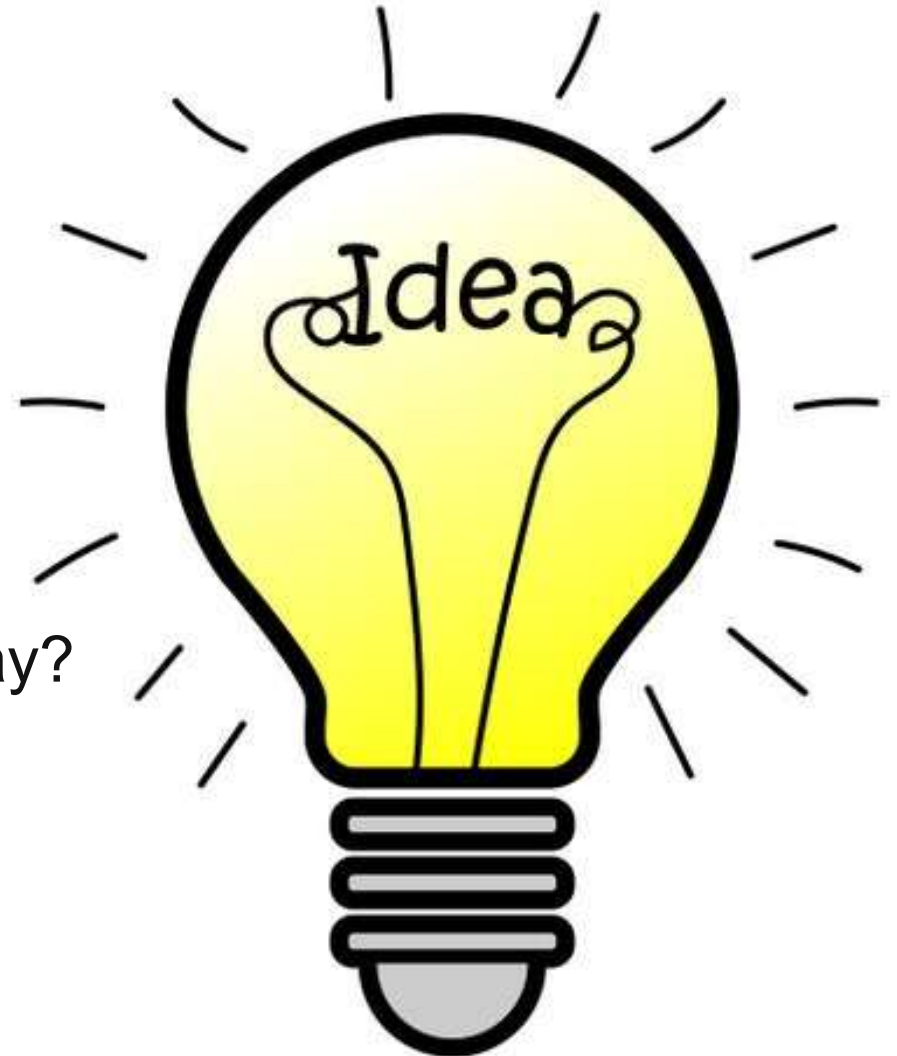
- Show what the crowd is doing

Consistency

- Get buy in: Can you get this done by Friday?

Scarcity

- Limited offer – Make it real



Take Charge of Your Decisions



Stay in Touch!

Barry@BarryMoline.com

850-251-5060

More ideas at:

BarryMoline.com/Resources



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Thank You for Your Input and Advice!

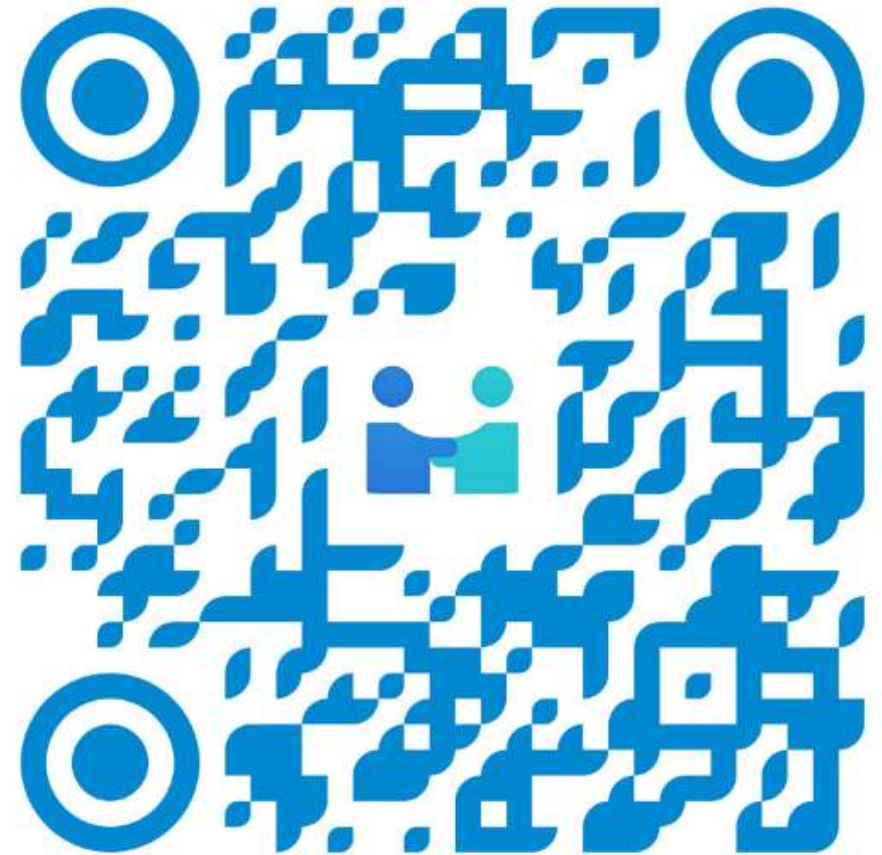
Use your phone's camera
to get the handout

Secrets to Influence and Persuasion

- Relationships – Develop and improve relationships so people feel inspired to work with you**
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 - Smile! We like to be around pleasant people
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 - We're on the same team → With the same goal
- Uncertainty – Reduce uncertainty and provide information to improve comfort with their decision**
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 - Show what the crowd is doing
- Motivation – Encourage action by helping people commit first, and get faster decisions with limits**
 - **Consistency:** We like people and organizations we are committed to and have consistent behavior to ours
 - Get buy in: Can you get this done by Friday?
 - Charity: We'd like you to contribute, and we know... "It's your decision"
 - **Scarcity:** Prevent procrastination and get faster decisions
 - Limited offer – Make it real



Barry Moline
Time CEO and Expert on Leadership, Teamwork, and Influence
barry@barrymoline.com | BarryMoline.com | 800-221-5060



Stay in Touch!

Barry@BarryMoline.com

850-251-5060

More ideas at:

BarryMoline.com/Resources

Scheduling a 30 minute call:

<https://calendly.com/barrymoline/call-with-barry-moline>



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Tap Into Our Collective Brain

Discussion

**Big
Takeaways?**

Challenges?

