



HOLMES MURPHY®

THINKING AHEAD

INFLUENCE

COMMUNICATION

Demographics

Social networking





SOCIAL PSYCHOLOGY

1. RECIPROCITY
2. CONSISTENCY & COMMITMENT
3. SOCIAL PROOF
4. AUTHORITY
5. LIKEABILITY
6. SCARCITY

Robert B. Cialdini, *Influence: The Psychology of Persuasion* (2009)



RECIPROCITY

ONE OF THE MOST POTENT WEAPONS OF
INFLUENCE AND COMPLIANCE:

*We want to repay, in kind, what
another person has provided us*



=NO COST, 0% RISK=



FREE SAMPLE



=TRY IT NOW=



**WE WANT TO
REPAY, IN KIND,
WHAT ANOTHER
PERSON HAS
PROVIDED US**

- **IF SOMEONE MAKES A CONCESSION, WE FEEL OBLIGATED TO RESPOND WITH A CONCESSION**
- **MAKING A CONCESSION GIVES THE OTHER PARTY A FEELING OF RESPONSIBILITY FOR THE OUTCOME AND GREATER SATISFACTION WITH RESOLUTION**

REJECTION THEN RETREAT



FEDERAL RESERVE NOTE

THE UNITED STATES OF AMERICA

THIS NOTE IS LEGAL TENDER
FOR ALL DEBTS, PUBLIC AND PRIVATE



WHICH WAY?

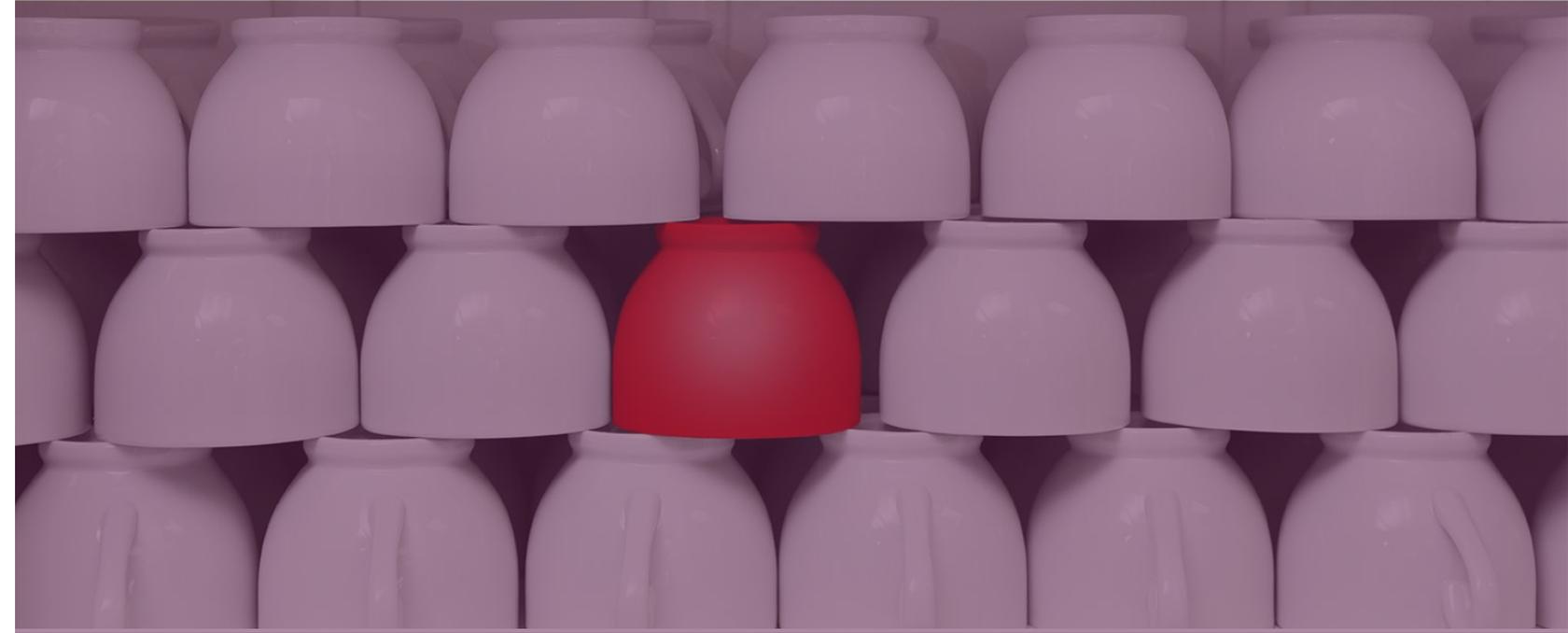
CONTRAST PRINCIPLE:

**SELL THE COSTLY ITEM
FIRST; OR PRESENT
THE UNDESIRABLE
OPTION FIRST**

**(THREE YEAR SERVICE
PLAN VERSUS A ONE
YEAR PLAN)**



CONSISTENCY

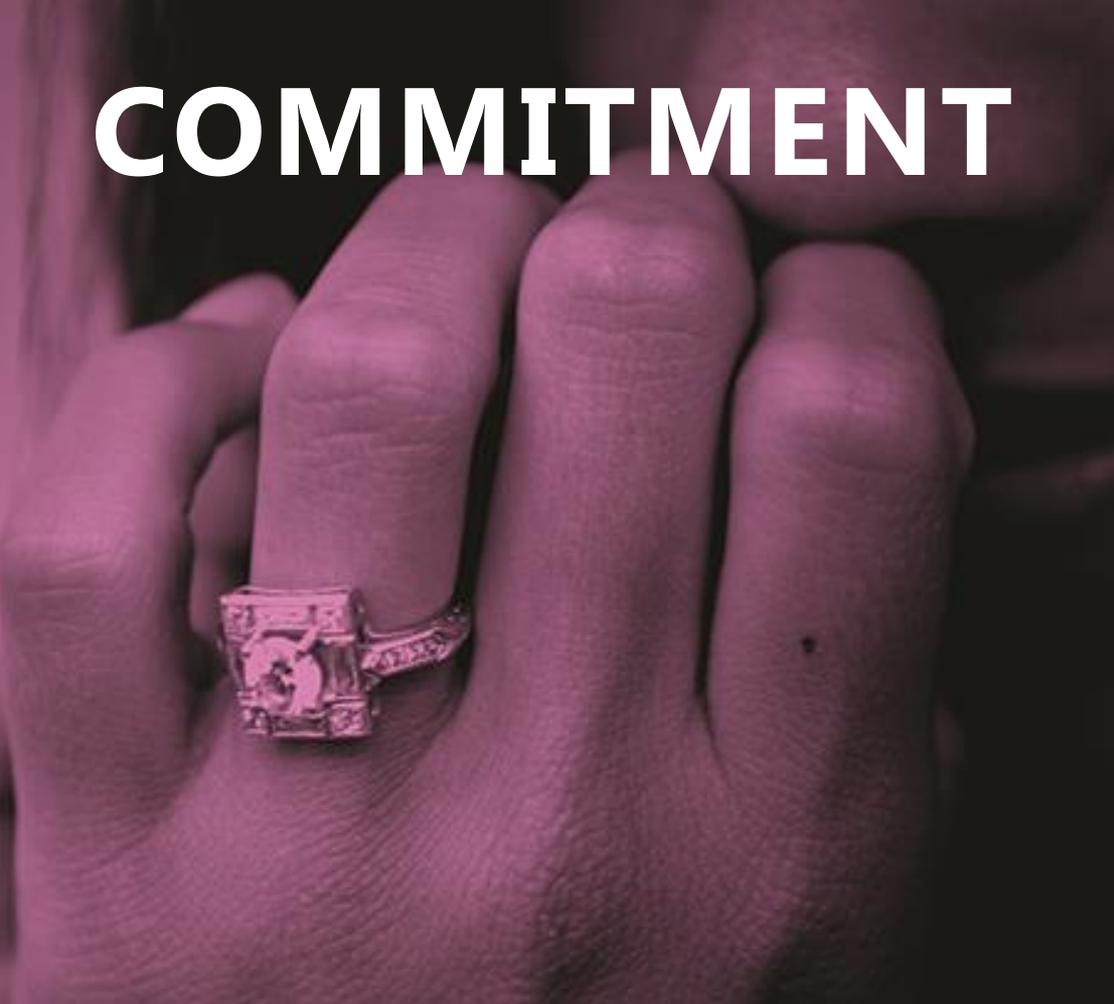


**OUR NEARLY OBSESSIVE
DESIRE TO BE (AND
APPEAR) CONSISTENT
WITH WHAT WE HAVE
ALREADY DONE**

**CONSISTENCY IS USUALLY
ASSOCIATED WITH
STRENGTH,
INCONSISTENCY AS
WEAK; WE WANT TO
LOOK VIRTUOUS**



COMMITMENT



**ELICIT A VERBAL
COMMITMENT,
THEN EXPECT
CONSISTENCY**

**PUBLIC, ACTIVE,
EFFORTFUL
COMMITMENTS TEND
TO BE LASTING
COMMITMENTS**

**GET A LARGE FAVOR BY
FIRST GETTING A
SMALL ONE**



COMMITMENTS PEOPLE OWN AND TAKE INNER
RESPONSIBILITY FOR ARE PROFOUND

PEOPLE TAKE INNER RESPONSIBILITY FOR A
COMMITMENT WHEN THEY FEEL IT WAS A CHOICE

COMMITMENTS LEAD TO INNER CHANGE AND GROW
THEIR OWN LEGS



SOCIAL PSYCHOLOGY

ONE OF THE MEANS WE USE TO DETERMINE WHAT IS CORRECT IS TO FIND OUT WHAT OTHER PEOPLE THINK IS CORRECT.

THE GREATER NUMBER OF PEOPLE WHO *FIND* AN IDEA OR ACTION TO BE CORRECT, THE MORE THE IDEA OR ACTION *WILL* BE CORRECT.

PLURALISTIC IGNORANCE

SIMILARITY



APPLAUSE

SOCIAL PROOF



- **LAUGH TRACKS**
- **FAITH COMMUNITIES**
- **MOB BEHAVIOR (THE WAVE)**
- **APPLAUSE PLANTS IN THE AUDIENCE**
- **TESTIMONIALS THE POWER OF SOCIAL MEDIA**





AUTHORITY

WE HAVE A DEEP-SEATED SENSE
OF DUTY TO AUTHORITY



**TESTS DEMONSTRATE THAT ADULTS WILL DO EXTREME
THINGS WHEN INSTRUCTED TO DO SO BY AN
AUTHORITY FIGURE**

TITLES

UNIFORMS

CLOTHES – DRESS FOR SUCCESS

TRAPPINGS OF STATUS



LIKEABILITY

WE PREFER TO SAY YES
TO SOMEONE WE
KNOW AND LIKE



COMPLIANCE FACTORS:

**SIMILARITY OF OPINION, LIFE-STYLE, BACKGROUND,
PERSONALITY TRAITS**

FAMILIARITY AND CONTACT

COOPERATION IN SHARED GOALS

**FRIENDSHIP PRINCIPLE: TUPPERWARE, PAMPERED CHEF,
AMWAY ETC.,**

**EXAMPLES: PEER SOLICITATION, GOOD COP / BAD COP,
CELEBRITY ENDORSEMENTS**





- **PHYSICAL ATTRACTIVENESS**
- **COMPLIMENTS**
- **ASSOCIATION WITH POSITIVE THINGS (BEAUTY, WHAT'S HIP, FOOD)**
- **SUCCESS**
- **SMILE**



SCARCITY



PRINCIPLES OF INFLUENCE

1. RECIPROCITY
2. CONSISTENCY
3. SOCIAL PROOF
4. AUTHORITY
5. LIKEABILITY
6. SCARCITY





SOCIAL PSYCHOLOGY

**RECIPROCITY: WE WANT TO REPAY, IN KIND,
WHAT ANOTHER PERSON HAS PROVIDED US**





SOCIAL PSYCHOLOGY

CONSISTENCY: **DESIRE TO BE (AND TO APPEAR)**
CONSISTENT WITH WHAT WE HAVE ALREADY DONE



APPLAUSE

SOCIAL PSYCHOLOGY

**SOCIAL PROOF: TO DETERMINE WHAT IS CORRECT
FIND OUT WHAT OTHER PEOPLE THINK IS CORRECT**





SOCIAL PSYCHOLOGY

AUTHORITY:

DEEP-SEATED SENSE OF
DUTY TO AUTHORITY

SOCIAL PSYCHOLOGY

LIKEABILITY:
WE SAY YES TO SOMEONE
WE KNOW AND LIKE





SOCIAL PSYCHOLOGY

SCARCITY: **LIMITATION ENHANCES DESIRABILITY**



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THINKING AHEAD

THANK YOU!