

## **MONTH 2: THE SCIENCE OF PERSUASION – WHY WE BUY**

### **(LISTEN TO ‘DAY 2’ AUDIO)**

LAPS – Listen, Apply, Practice, Share

*First **Listen** to the audio referenced above. Then **Analyze**, the audio content further by reading the notes and completing the exercises in the Learning Management System. Now you are prepared to **Practice** that which you have listened to and analyzed as you work with your clients and prospects. Finally, on the last Friday of each month our entire sales organization will gather to **Share** key learnings and applications in market.*

### **SELLING CONSEQUENCES**

Most people will not buy your product or service (or do their homework or take out the trash) unless they feel some type of pressure to do so. There are two kinds of pressure:

- External pressure created from the outside (such as through a television advertisement or a salesperson’s demands.)
- Internal pressure created from the inside in the form of an innate desire for your product or service.

Of the two, *internal pressure* is much more powerful since people buy for their own reasons.

### **ERBN LRBN DRAB - The Science of Persuasion**

- ERBN - emotional reasons to buy now
- LRBN - logical reasons to buy now
- DRAB - dominant reasons to avoid buying

### **EXERCISE**

1. List three items you really wanted *and did buy*. What made you buy them? How much want (ERBN) did you have? How much logic (LRBN)? What were your dominant reasons to avoid buying? (DRAB)

2. List three items you really wanted, but did not buy. Why didn't you buy? What combination of ERBN, LRBN & DRAB did you have?
  
3. Choose one of the items you did not buy and pretend you were the salesperson. What combination of ERBN and LRBN would have been the right combination to compel you to buy. Remember, people buy for emotional reasons and justify with logic.

#### **4 PRIMARY TOOLS OF INFLUENCE**

1. **Rapport.** To create long-term impact, you must show people that you care about them and that you have their interest in mind and that you are like them..

##### **Ways to create rapport:**

- Bring up a mutual interest
- Give a gift which induces reciprocity
- Give a referral
- Tell a story
- Give us a sample of something
- Pay a compliment
- Make a startling statement
- Give more of yourself than another would expect
- Listen

##### ***Valpak Clipp Key Message***

*4 out of 5 consumers agree* – they are paying more attention to their mail delivery because they are always on the lookout for their package deliveries - as ecommerce increased 50% during the covid pandemic and is still growing. Pure Spectrum Market Research

- *But not all mail.* They pay most attention to mail that mimics the traits of the packages they are on the lookout for. Mail that piques the same curiosity and triggers the positive anticipation of 'what's inside?' And that mail is called, cooperative mail and Valpak Clipp is the leader in cooperative mail.

**2. Questions.** Asking questions is your most powerful tool for influencing people. When you understand what people believe and how they make decisions all you have to do is show them that buying your product or service is consistent with those beliefs. That's all selling is.

**Questions help you...**

- Find out what's really going on in people's heads
- Find out their real motivations
- Find out their beliefs
- Test close
- Take pressure off
- Show you really care
- Build rapport
- Induce reciprocity
- Put people in state
- Bring out and overcome objections

**3. Personal congruency.** Congruency means that your verbal and nonverbal communication matches. Congruency comes from feeling absolutely certain about what you're saying. The person who feels the most certain will be the person who is the most influential. In terms of sales congruency, this means being certain that what your offering is worth more than what you're asking in return; remember buying is just the transfer of emotion, your congruency will help people feel certain that if they make this decision, they'll get more pleasure and less pain. Congruency must be maintained daily; otherwise you fall victim to the law of familiarity ie. if you are around anything long enough, you take it for granted.

**4. State management.** It's absolutely critical to manage your emotional states. If someone cancels an appointment and you let that put you into state of frustration you'll diminish your ability to influence. When you practice state management, you'll learn how to discipline disappointment and take negative states like rejection and turn them around so they empower you.

***Valpak Clipp principle***

***While innovation is celebrated, daily progress and execution is revered.***

*Proactive, timely and thoughtful communication is essential for success.*

**USE THE TOOLS TO WARM UP**

**Your Assignment**

Review the four primary tools of influence. Identify your weakest area and do the assignment for that area today. Repeat the assignment for the other areas over the balance of the month. Pick one area and focus on it for several days in a row.

1. **Rapport.** Commit to creating rapport with at least three people over the next 24 hours list some way in which you will do this.
2. **Questions.** Brainstorm five empowering questions that will help you get people involved.

3. **Personal congruency.** Write a phrase or an incantation, like an empowering belief or statement you say over and over again with emotional intensity, and then practice delivering it congruently over and over again.

4. **State management.** Describe the states you need to be in when you're selling or persuading. How would your physiology look? What would you say?