

**5 TECHNIQUES
TO PERSUADE PEOPLE**

To Buy



Introduction

For more than 60 years, researchers have been studying the factors that influence our decision to say “yes.” There is no doubt that there is a specific science to how we are persuaded to do anything, and a lot of that science is surprising.

The power of persuasion is usually the only thing that separates successful business owners from everyone else.

The art of persuasion is nothing more than being able to fight off the natural skepticism that most people have, overcome their objections, and present your business as being better than the next competitor, while ***gently*** inspiring the potential customers into acting.

Simple right? When you understand the main principles behind persuasion, getting customers to buy from you becomes an easy process.

The ability to persuade potential customers to buy from you is one of the most important skills you can have as a business owner if you want to be successful.

When it comes to successfully persuading customers to buy your products or services, there are five powerful techniques that you can use that are based on Robert Cialdini's, principles of persuasion.

As a business owner, you can effectively harness the power behind the psychology of selling and use these techniques to sell more products.

Principle One – Reciprocity

In sales psychology, the law of reciprocity means that when someone gives us something, we have the strong compulsion to give something back in return. If you are invited to dinner by a friend, there's an obligation for you to ask them to dinner in the future.

People are hard-wired this way. The key to successfully utilizing the principle of reciprocity is to be the first to give and ensure that what you offer is both personalized and unexpected.

When it comes to getting potential customers to buy your products or services, you can make the principle of reciprocity work for you by providing customers with a free gift when they make a purchase.

While you may not be able to offer customers something in advance, you can offer something along with their purchase.

Providing value-added content to your potential customers is also an effective way for online retailers to initiate reciprocity.

Providing customers, a free e-book, webinars, and other forms of free content will lead to feelings that result in your customers engaging in reciprocity.

Whether you give away a guide for how to make the perfect vinaigrette dressing or provide customers with an exclusive author interview, use value-added content as an ethical bribe that makes your customers grateful toward your business.

Principle Two – Commitment and Consistency

People like to be consistent, not only in their daily activities but in the things that they have previously said and done. As it relates to selling, the principle of commitment and consistency says that people will go to substantial lengths to appear consistent in their actions and words, even to the extent of participating in activities that are irrational.

That's why, when you are trying to make a change in your life, like losing weight, you should share your goal with others.

Once you've taken the step to commit to your goal publicly, you'll have more incentive to keep up with your end of the bargain.

As a business owner, understanding the psychology of buying and can get your customers to make a small commitment to your company, like, for instance, signing up for your email newsletter, they will be more likely to purchase from you down the road.

And, if you can get your products in their hands, even if they are obligated to buy them, your chances of them buying increase even more.

Business owners can apply the commitment and consistency principle to their return policy. If you provide a "no questions asked" return policy, according to a study conducted by Narvar, three-quarters of consumers said they'd be more likely to buy from the company.

This is because there is less friction to buy because they know that if they don't like it, they can quickly return it.

Principle Three – Scarcity

The third principle of persuasion, scarcity, plays on our desire to want more of the things they can have less of. When it comes to effectively persuading people using the scarcity principle, the science is clear.

It isn't enough to merely tell people of what they'll gain if they purchase your product or service, you also need to point out why it is unique and what they will lose if they don't choose to buy from you.

Announcing scarcity will only get you half of the way, you also need to be sure to give your audience enough information to be able to act on the opportunity.

Business can take advantage of the idea that people are motivated by the thought that they might miss out in many ways. When your products are on sale, add a countdown timer that shows how long the product will be available at the sale price.

If you have items that are being discontinued, highlight the fact, so interested customers don't miss out.

A great example of the scarcity principle in action is when restaurants bring in seasonal or limited products, like the Starbucks' Pumpkin Spice Latte, or the Shamrock Shake from McDonald's.

When customers know that the supply is limited, it motivates them and creates excitement around the exclusivity.

Principle Four – Authority

The principle of authority is the idea that people will follow the lead of credible, knowledgeable experts. Before making your influential attempt to persuade, it is essential for you to signal to others, in some way, what makes you a credible, knowledgeable authority.

While you can't just go around telling potential customers how knowledgeable you are, you can arrange for someone else to do it.

By evoking something familiar, like an industry expert, celebrity, or even a memory, people will believe that your brand possesses similar qualities to that familiar entity.

Since they've already established expertise in the field, it can significantly benefit from associating your brand with them, resulting in you inheriting your own sense of authority.

You can take advantage of the principle of authority through expert creation, expert curation, or expert endorsement.

Each of these techniques will show your customers that you are an authority in the industry and will help you sell more products.

Principle Five – Liking

The principle of liking utilizes the fact that we are more likely to say yes to a request if we feel a connection to the person making the request. In other words, people prefer to say yes to people they like.

The science behind this tells us that there are three critical factors that cause one person to like another.

- First, we tend to like those that are similar to us.
- Next, we like people who pay us compliments.
- And lastly, we like those who cooperate with us to achieve mutual goals.

This is one of the main reasons why brands hire celebrities to endorse their products. They are hoping that you will transfer your love of the personality to the product they are recommending. There are a lot of ways that you can make this principle work for you and your business.

To start with, you need to include your story on your website. Every element of your store contributes to your

brand. Your goal needs to be to create a personality that your target customer will like.

If you are in the business of selling jewelry or clothing, be sure to use models that are relatable and that your target customer will identify with and like.

You should also include all your social links on your product pages because people are more likely to purchase a product that has been recommended by someone they trust.

You want to make it as easy as possible for your customers to tell their friends about the products they found on your site.

Finally, display the items that others are interested in on the product page. Amazon is famous for doing this. They provide their customers with a quick connection with other buyers based solely on their commonality.

Amazon routinely practices the principle of liking by displaying the other products that customers frequently purchased together, as well as sharing the other products customers researched during the buying process.

Conclusion

These five principles of persuasion provide businesses with additional ways to impact a customer's perceived risk. To fully take advantage of and find success in using these techniques, it is essential that they be effectively used throughout your digital marketing campaign.

From your site's landing page to your branding, to your social interaction, the principles of persuasion can go a long way to helping you gain more customers and persuade them to buy.

Now that you know how to apply these principles of persuasion to your marketing efforts correctly, you'll be able to generate a substantial boost in your conversion rates and sell more products.