

Six influence tactics

Extensive research has identified a number of influence tactics that operate on people at a level below conscious awareness. The six tactics are:

Influence Tactic	Application	
1. Reciprocity	<p>Doing something for someone else creates a sense of obligation or debt. They feel the need to do something for you in return.</p> <p>But remember when they say 'Thanks' you say 'You would do the same for me' to harness the reciprocity.</p>	<p>Consider what you can do for your client that is of value. For example, do you have information they need?</p>
2. Scarcity	<p>People are motivated to acquire what is scarce. When your client thinks that there is a limited amount of something they are likely to want it more. For example, your time or a place on a workshop. Scarcity is increased if there is competition for the resource. If there is legitimate scarcity, tell your client and reap the benefits.</p>	<p>How can you make what you offer, or some part of it, more exclusive? This is the basis of restricting places on leadership programmes, or special compensation schemes for high-potential people.</p>
3. Authority/credibility	<p>People respond more favourably to a message delivered by someone with credibility or authority. It's why position power still works. Finding ways to build your own credibility with the client will make you more influential on a range of topics. Establish yourself as an expert and leverage the influence it provides. Market your</p>	<p>In what ways can you increase your credibility? In what areas are you an authority? Have you made sure your clients know about your expertise?</p>

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	<p>expertise and authority. Consider engaging 'experts' to help you influence your clients.</p>	
4. Consistency	<p>People like what is familiar, therefore people respond to consistency. People also like to apply the consistency principle to themselves. Once a client has agreed or stated their views they feel compelled to follow through.</p>	<p>If you can get your client to 'go on record' they are less likely to change their mind later.</p>
5. Social proof	<p>People are influenced by what others do. Think about the power of an endorsement or testimonial.</p>	<p>Seek ways to show how others have benefited from what you are suggesting.</p>
6. Liking/likeness	<p>People like people who are like them. This is part of rapport. Matching the way your client acts or thinks builds trust.</p>	<p>Finding something you like about a client makes it easier to build influence. Matching the client's values or style also works.</p>