

Six Ways You Influence (or fail to Influence) your Clients Decision Making.



Business relationships are tricky. While a handshake may not always seem enough, a hug is always too much.

Have you ever accepted advice, bought an investment, or agreed to collaborate with someone you didn't like? Neither have I.

"Liking" is one of six key things that influence your clients decisions. But what does your client liking you involve? **Good looks** for one thing. Attractive people are routinely assigned positive traits such as kindness, honesty, intelligence, and talent. You may not be the model of feminine beauty or rugged male attractiveness, but dress, grooming, posture, fitness, and health are all key features of "good looks."

Similarity is just as important. Apparent similarity in dress, background, interests, or hobbies can add "likeability." **Compliments** mean something – Actor McLean Stevenson once described how his wife tricked him into marriage. "She said she liked me". Compliments that are genuine pay dividends in liking! **Contact** and **Cooperation** add to liking – Frequent communication and help - We like things that are familiar to us!

Robert Cialdini's landmark book "Influence" explores the reasons and influences for decisions we make, particularly when buying, selling, investing, entering a relationship, or exiting a relationship. The book is recommended reading for you. Here are key points on 3 of the six important influencers;

Reciprocation – As the book quotes it – "The old give and take..... and take". Your firm probably engages in reciprocity, either intentionally (or because the competition does it) when you willingly provide me with accurate market data – occupancy surveys, rental rates, the latest lease transactions, sales prices and comparable. While each serve as a "selling tool" for you to compare your proposal to the market, it also unconsciously causes me - the recipient - to favor the firm, or Broker, who quickly and efficiently and enthusiastically provide the useful information I need now. The biblical "Give and Ye shall receive" is a 2,000-year-old strategy that still works.

Scarcity – Who hasn't heard "It's the last and only (insert the name of the product) of its kind available (forever – this year – in the world)– etc."? And yet, as many times as its used, we react to it with a "need to have it" response. Collectors instinctively know this. Whether it's a rare coin, a baseball card or an antique, the scarcity principle influences the value. When Will Rogers said "Buy land – they ain't makin' any more of it" he introduced the principle of scarcity to real estate. You probably use it every day!

Next Issue of Advisor U - 3 more ways you influence (or fail to influence) your clients!

Obviously, not all six influencers work, or are applicable, in every situation. But all six are effective. How many are you using to your advantage – or ignoring to your disadvantage?

You can order "Influence" by Robert B. Cialdini, Ph.D. [Here](#)

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