

Six Ways You Influence (or fail to Influence) your Clients Decision Making. Part 2

Cornered

by Mike Baldwin



“Well, that was fun. But we really should get back down to business.”

Social Proof – or follow the leader! Everyone else is doing it – it must be the right thing to do. Advertisers love to tell us when a product is “fastest growing” or “largest selling” – what others think is proof enough. Advertisers also use ordinary people and ordinary situations to high light the product because the largest market share is – you guessed it – ordinary people. Sophisticated real estate investors and advisors are no different – they tend to follow the social proof of what the “herd” is doing when it comes to decision making.

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;

Commitment and Consistency – “Hobgoblins of the mind.” Once we’ve decided and made a commitment, we have an almost obsessive desire to be (and to appear) consistent with our decision. In most cases, consistency is highly valued; indicative of personal and intellectual strength -stable – honest – logical and rational. To be thought inconsistent is to be thought confused – indecisive or undependable. If you can get me to make a commitment, even a small one, you’ve set the stage for my “consistency” tape to play (without my knowing it) and for me to act consistently with that commitment.

Authority – How much time have you wasted dealing with an “Agent without Authority”? And how much of others time have you wasted by not being – and conveying – the authority you should possess as the knowledgeable, professional who has researched, thought through, educated herself and become the expert on your project-property-specialized practice or market. We are trained from birth, says the author, that obedience to proper authority is right and disobedience is wrong. Parents, teachers, religious instructors, legal, military and justice systems all combine to ingrain respect for, and obedience to authority. Authority comes from implication (think of the celebrity who makes TV commercials), appearance, content (the quality of the information you provide, and its presentation) and the context in which you place yourself (setting, dress, association, and identity).

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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