

THE SEVEN PRINCIPLES OF PERSUASION

An Influential Introduction



COMPLIMENTS OF
PATRICK VAN DER BURGHT
ETHICALPERSUASION.COM.AU

"It's a passion, to enable people to access the successes that were always their's to have."



Introducing Patrick van der Burght

Born in the Netherlands and with parents who owned an exclusive internal home decorating business, Patrick was exposed to business from an early age. Retail College prepared him for entrepreneurship, but he first travelled the world as a diving instructor via the Caribbean, the USA, the Middle East, Asia, and eventually Australia, familiarising himself with different cultures and ways of doing things.

In Australia, Patrick started with various sales appointments and eventually settled as regional sales manager for a leading wholesaler in the Scuba Industry. This was when he was first introduced to Dr Cialdini's work over twenty five years ago.

Mr John McDonalds (Jay Abraham's business partner at the time) trained him to be a business consultant to help grow the retail stores of his clients.

In this capacity, Patrick taught sales training and Doctor Cialdini's art of being ethically persuasive. Patrick worked as a Real Estate agent for Ray White and he eventually landed in the complementary health field and the business of creating healthier homes.

Patrick has taught persuasion science since 2000, was invited to become a **Founding Member of the Cialdini Institute** in 2023 and the first person globally to be accepted in the **Cialdini Institute Licensed Trainer** program in 2024.

"Patrick is a valued coach of the Cialdini Institute."

- Doctor Robert Cialdini

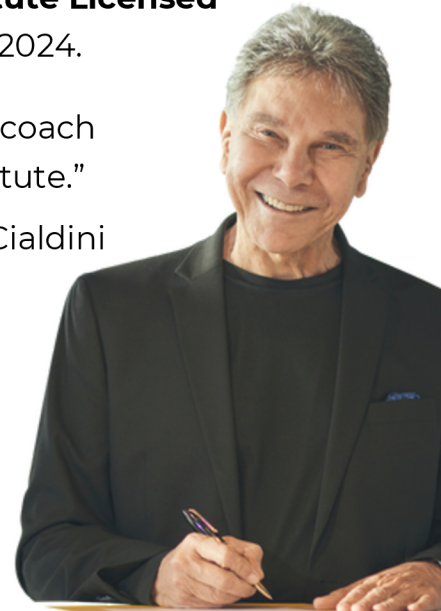


Table of Contents

P02

Introducing:
Patrick van der Burght

P04

Persuasion overview

P06-08

The Science of Human
Decision-Making

P10 - 11

Reciprocity

P13 & 14

Liking

P15

Unity

P16 & 17

Social Proof

P18 - 20

Authority

P21 & 22

Consistency

P24 & 25

Scarcity

P26 - 27

Mastery of Ethical Persuasion

"The SEVEN universal principles of persuasion are best used ethically and increase the probability that people will say YES to your requests."



Persuasion is about identifying the genuine facts **in an influence situation, which are highly important to an individual in their decision-making process.** These 'facts' are shortcuts or 'triggers' for the brain to give your proposal the consideration it deserves and promote a 'behaviour'.

The ultimate goal of persuasion is to increase the likelihood of your audience saying 'Yes' to your request or proposal. When done with genuine intent, this approach is highly ethical, as it empowers your audience to make decisions aligned with their values. This mutual understanding and respect lead to beneficial outcomes for both parties. Research has proven that the unethical use of persuasion can lead to long-term disaster.

Implementing ethical persuasion is typically costless once learned and the application skills are developed.

The skill of being persuasive is just as applicable professionally as it is privately.

There are 7 principles of persuasion that Dr Cialdini identified, which are typically used to:

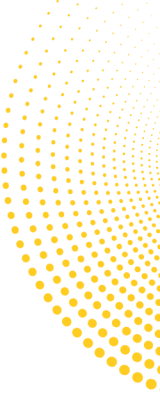
- **Build, repair or strengthen relationships** with your audience.
- **Reduce uncertainty** in your audience, which is often signalled by delaying agreement and objecting to the price.
- **Motivate into Action**

'Audience' in this context can be anyone receiving your communications, from potential clients, team members or your boss, family at home or anyone else.

Implementing persuasion might mean bringing a fact into people's awareness, changing the order in which things are presented or introducing small steps in your process to build loyalty to decisions or behaviour.

What Dr Cialdini and his Certified Trainers suggest or teach is firmly supported by scientific research. This enables you to save time and resources and realise successes that you would otherwise continue to lose.





INTRODUCTION

Ethical Persuasion



The ability to ethically influence and persuade others is a valuable skill in private life and a critical skill if you're in business.

Dr Robert Cialdini has spent 45+ years researching the science behind how people are persuaded, has written books about it and is regarded as one of the world's top authorities on the subject.

One primary function in sales and business is making proposals and consistently getting them agreed to. The challenging part here is persuading stakeholders and decision-makers of the value of your offer compared to various other options available to them.

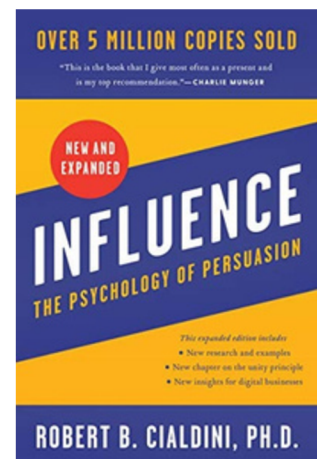
If the ability to influence and persuade others is a critical business skill for business professionals, what do we know about how the influence process works?

All of us will almost certainly know people who have that apparently inborn ability to influence others.



Left: Patrick van der Burght, Cialdini Certified Trainer
Right: Bas Wouters, Master Trainer Cialdini Institute

For several years, when monitoring the book recommendations of top CEOs, the book INFLUENCE ranks number #1. It is considered the best business book of all time.



The Science of Human Decision-Making

Those lucky few who appear able to engage others very skilfully and elegantly sway the opinions of the undecided and persuade their colleagues and co-workers to see their point of view.

What can be frustrating about these born persuaders, though, is that they are often unable to explain how they have acquired such an important and essential business skill.

Upon close inspection, those with this natural ability often only have increased success because they stumbled across some tactics that work for them, which are powered by one or two of the principles we'll share in this guide. Rarely do those with a natural ability use all the principles and they can't explain why what they do works. This is why they can also not develop other tactics.

The ability to persuade others can be learned if we consider the science and then something else happens: something much more empowering and efficient.

For more than 40 years now, social scientists including Dr. Robert Cialdini have been researching the science behind how people are persuaded.

In fact, there is now some five decades worth of recorded scientific study into social influence and persuasion, and the results are clear:

there is a science behind how we are persuaded.

Universal laws guide how we are influenced and we can learn these scientific laws in much the same way we can learn other scientific principles.

No longer do we have to trust or hope that our approach will be effective. No longer do we have to adopt a trial-and-error approach when we want to convince another.

By understanding the scientific principles of influence, which appeal to just a handful of deep-rooted human needs, we can be assured that our requests, proposals, presentations and training can be significantly more persuasive and influential.

Ethical Persuasion

Use a scientific approach to increase the probability that people will say YES to your requests.

ethicalpersuasion.com.au





Modern Life and Information Overload

To better understand how learning and development professionals can become more effective influencers, it is important to first consider a phenomenon that pervades every corner of our society—we call it information overload.

We live in a world where we are literally inundated with information, facts and data. Often, this information is presented to us as an attempt to change our behaviour and influence and persuade us somehow.

Whether it is advertisements for new motor cars, emails, brochures from a conference organiser informing us of a seminar we should attend or colleagues seeking our support on projects, we are increasingly overwhelmed with information and requests for our attention.

When faced with this flood of information, how do we decide what to do with it?

Wouldn't it be marvellous if we were like computers, able to absorb all the relevant information we receive, rationally process it and arrive at informed decisions about the best course of action?



However, people are anything but computers. They are people who, every day of their lives, are inundated with an ever-increasing amount of information and data which they cannot deal with.

It is currently estimated that the average citizen today is exposed to up to 1,700 or more advertising & other messages every day and that number is projected to increase with AI-generated content.

There is a Science behind how we are persuaded

One might expect that, given access to this sea of information, we would make more rational and better-informed decisions.

But the surprising fact is that we often do not. Ironically, there is too much information for us to deal with and, therefore, to deal with this information overload, **we use decision shortcuts or rules of thumb** to help us make choices.

This phenomenon affects us when we want to influence others!

Having the best product, service or proposal is not enough anymore.

It is the proposals that are presented in the most persuasive way that will often win the day.

B2C or B2B consumers will often use decision shortcuts to make decisions. Those of us looking to influence buyers use the same shortcuts to make our communications more persuasive and influential.

Understanding these shortcuts and using them effectively and ethically can provide tools to create more compelling messages and more effective persuasion attempts and build **mutually rewarding and long-lasting relationships** with colleagues and customers.

There is another advantage, too: Understanding these shortcuts will make us more individually persuasive, with potential benefits in both our professional and personal lives.

In this introduction to persuasion, we seek to present these decision shortcuts—the seven universal principles of influence—by explaining each of them and providing some insights into how they can be used by you responsibly and ethically to become more influential while building mutually rewarding, long-term relationships with those with whom you interact.

There are now some five decades worth of recorded scientific studies into social influence and persuasion, and **the results are clear: there is a science behind how we are persuaded.**

90% of newly acquired knowledge is lost within a week. Also, self-education does not build the application skills to implement new knowledge confidently and consistently. Live training with a Cialdini Licensed Trainer over some time ensures you end up using this critical skill.

ethicalpersuasion.com.au



SALES & ADVERTISING IS 100% PERSUASION WHAT ABOUT THE REST OF YOUR TEAM?



Those in **Sales and Advertising** know that their success depends on their persuasiveness. **100%** of the money invested in them is invested in the hope that they will be persuasive.

Research done by Daniel Pink showed that out of 7,000 **workers not active in sales, 41% of their time was spent on persuasion** or influence-related activities.

Research on leadership Teams shows that **top managers in Fortune 500 companies** spend over **80%** of their time on influence and persuasion-related activities.

“94% of employees would stay longer if companies invested in staff development.”



WHAT COULD YOU BE MISSING OUT ON?



During the launch of a new HiFi system to loyal followers, **sales were disappointing**. The headline had an element in it that BOSE thought was persuasive, but it actually actively worked against BOSE. When this was updated with a headline that appealed to the automatic intuitive part of the brain, in a positive way for BOSE, **sales increased by 45%**.



McDonald's wanted to see if they could **increase upsales**, specifically dessert sales. A genuine piece of information, which had been 'right there' for years, was **finally brought to the awareness of customers** due to the recommendations of one of Patrick's colleagues. **It increased dessert sales across the category by 52%**.



How much effect does your relationship with clients have on persuasiveness? KPMG used a complex algorithm to measure **relationships between account managers and clients**. Clients said YES to agreements **30%** of the time in a weak-, **45%** in average- and **70% in a strong relationship**. Demonstrating the value of building relationships.



When sales of the top-of-the-line phone packages (calls and data) were disappointing, some alterations were made to **the order in which phone packages were displayed** online. By making this change, driven by persuasion science, **sales of the top-of-the-line package went up by 34.4%**.



Principle 1: Reciprocity

The good old give-and-take

Reciprocity is a very powerful principle of persuasion. Its effect has been shown to keep working for years and sometimes even across generations. It is based on the social rule that:

People should give back the same type of behaviour that was first given to them.

When someone does something for you, you feel a need to do something similar in return. If you don't, you feel you have a sort of debt that you carry with you—a debt you will want to settle as soon as the opportunity presents itself.

As a student of ethical persuasion, you want to be the first to give in a relationship with those you want to be more persuasive with.

Giving can be done in many ways. If you are the first to give in a relationship, then you can choose what you want to give. A gift could be given, a favour could be done for someone and even concessions you give someone can be experienced as a behaviour that needs to be reciprocated.

When it comes to GIFTS and REWARDS, they both are helpful in persuasion, but **gifts are far more effective in producing compliance.** And when it comes to gifts, they are far more effective if they are personalised & unexpected.



A gift is something you give without an action needing to be performed for it. A reward is where the receiving of it is subject to a condition being met. Even if the reward is of a far greater value, it may still not outperform a gift of much smaller value.

Intangible gifts

Gifts don't always need to cost money. You can be very kind and give people intangible gifts for which they will be thankful. Examples of intangible gifts are:

- Your time
- Information/Expertise you share
- Research / Data you found for them
- Advice
- Favours
- Unexpected services

RECIPROCITY

What is important is to make sure your audience realises these things are gifts and not part of a service you were meant to provide. You could simply say something like, 'Hey, after our meeting, I invested a little bit more of my time and dug up that research that I mentioned. I've sent it to you. I trust you'll get a lot from it.'

Reciprocation of Concessions

Reciprocation also works when we make a concession to someone, when two parties have different standpoints on some issue. Suppose someone moves from their initial extreme position to a more moderate position and standpoint and makes a concession by doing so. In that case, the other party will feel obligated to reciprocate that behaviour and make a concession of their own.

This also means that when someone rejects your first proposal or request, there is a moment of power immediately after they say 'no'. You can benefit from this moment, but only if you have another request ready.

For this reason, you'd be better off when you have two or three proposals to propose to someone. Propose the initial one (the biggest request) first and wait to see if they accept or reject it. If they reject it and you have your alternate proposal ready to bring up, you will be empowered by that moment after they say 'no'.

This does not work when asking someone for a price for your product or service and then giving them a discount when they reject it. Without a valid reason for the discount, you will lose credibility.



Cialdini Certified Trainer
Patrick van der Burght



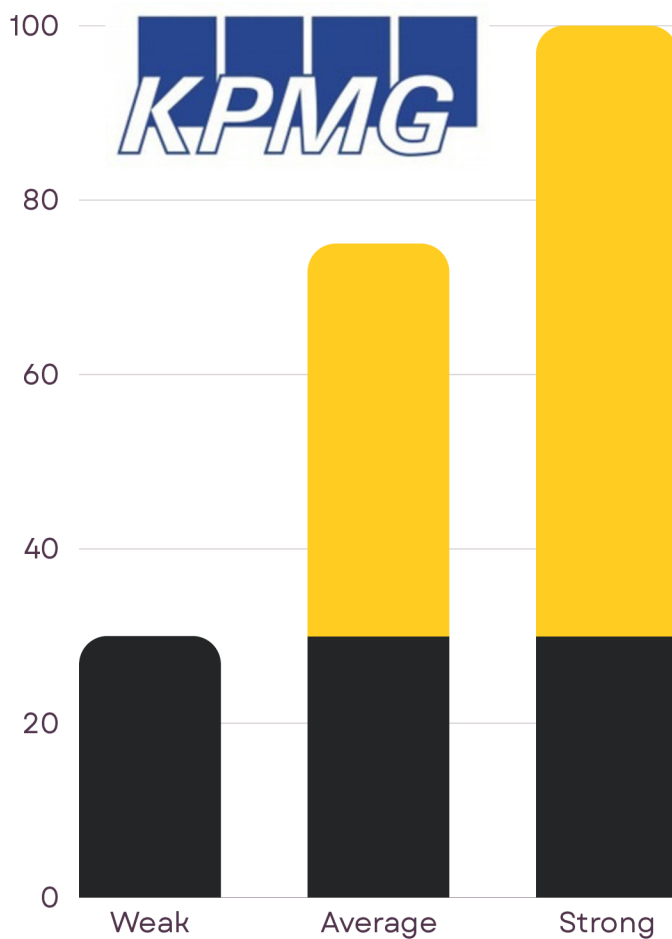
So much more to know and master

There is a lot more to Reciprocity and the other principles cover in this guide. The best way to not only learn but master this, is to do some formal training to ensure you develop the skill and have the confidence to implement the science of persuasion consistently.

What I've given you so far will help you create strong relationships based on a mutual give-and-receive.

A RESEARCH GIFT FOR YOU

The effect of the relationship between KPMG account managers and their clients



Success rate of Account Managers with WEAK relationships



Success rate of Account Managers with AVERAGE relationships



Success rate of Account Managers with a STRONG relationships

KPMG developed an algorithm to measure the relationship between Account Managers and their clients. They identified WEAK, MODERATELY STRONG and STRONG. The question was, does this influence the likelihood of getting an agreement when making a pitch for business?

Compared with a weak relationship, the average and strong relationships produced 15% to 40% more agreement to the pitch.

People prefer to do business inside good relationships. The LIKING principle of persuasion teaches us how to be more liked by our audience.

Interestingly, it is not all about getting someone to like you...

Principle 2 – Liking

Come to like your audience

It is no surprise that people prefer to deal with people that they like. In terms of your persuasive abilities, people are more likely to say YES to you the more they like you. Here, we'll discuss two important factors that stimulate liking: Similarity and Complements.

Similarity

People like those who are like them. This applies even to very small, seemingly insignificant similarities. If that is the case, then more considerable, more important similarities are more effective in getting people to like you and want to cooperate with you. Think about similar hobbies, interests and values.

Those who are sleuths or 'detectives' of influence will prioritise finding out more about the people they want to persuade. Social media can give you insight into people's interests and values. What people put on social media they put there for everyone to see and they are obviously happy for people to know that about them.



Once you know what you have in common, you can make people aware of these similarities by simply mentioning them.

Also, when visiting someone's office or home, you can again mention those things you genuinely have in common.

'Nice golf clubs. Do you play? I've been getting into it this year.'

Research showed that even a video call negotiation led to more positive outcomes if the negotiators first exchanged some personal information before 'getting down to business.'



"The practical approach to ethical persuasion provided a fresh view on how we communicate—both with clients and within our teams. We're already thinking about how to apply some of the strategies in our day-to-day. Thanks for making it engaging and relevant!"

Craig Shaw

Director of Home Loan Partnerships, WESTPAC

LIKING

Compliments

People like receiving compliments and they like the person who gives them that compliment. By looking for genuine qualities in others, we can praise them more effectively and gain a deeper understanding and appreciation. This is an underestimated and powerful dynamic.

Old sales training always stressed doing what you could to get someone to like you. What is more powerful is coming to like your client. This is one of the beautiful things about ethical persuasion.

When we look for genuine reasons to appreciate and praise someone, we get the special gift of liking them more.

People will start to sense that you like them and that is what they really want from a relationship because, generally, those who like us will look after and care for us. This lowers resistance, increases trust, and builds long-lasting partnerships.

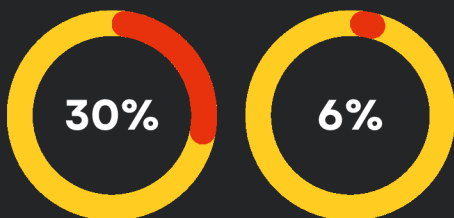
Therefore, we should look for commonalities and things we can give deserving praise for.

Liking in Business

A study revealed that when negotiators had to negotiate a difficult business contract using email alone, there were 30% of deadlocks in negotiations and they walked away with nothing.

When negotiators were asked to share personal information (Hobbies, interests, family background, music, food preferences etc) before negotiations began, the amount of deadlocked negotiations reduced to an amazing 6%.

How many costless pieces of information are you not sharing with your audience that could make such a big impact on your results?



Some of Patrick van der Burght's personal interests

Principle 3: Unity

Those we call 'we'

Dr Cialdini formally introduced the principle of unity in 2015. It differs from the liking principles because it involves an identity that people share, rather than similarity (as it does in Liking). It concerns situations where someone can describe their relationship and connection to another person using the word 'we'.

Kinship is an activator of Unity. The closer we are related to someone and the more frequently we interact with them, the more we identify with them. Research has shown that the frequency of interaction is an important factor in increasing feelings of we-ness. This reveals the key to applying this principle with business partners or people with whom we are not related.

By increasing the frequency of contact, we can amplify the feelings of we-ness.

Localism is another activator of Unity. It is being from the same place—a suburb, town, city, state or even country. The closer you have lived to someone, the more likely you are to assume the other person is genetically like you. This made sense in the past, but it is still hardwired in us.



If we are in a situation where the person we want to influence shares a background of living or having lived in the same place as us, we should definitely bring that up in conversation.

Working together is another way the feeling of We-ness comes to the surface. For that reason, letting members work on tasks together instead of on their own would create better productivity in a new team.



Principle 4: Social Proof

We follow the lead of others

People follow the lead of others, and research shows we are very motivated to do so because, according to neuroscience experiments, seeming to be different from what people like us are doing causes pain centres in the brain to light up. For many people, it is painful not to follow the crowd and be different.

It does make sense to pay attention to what others are doing because, most of the time, this gives us the correct confirmation of what is appropriate to do in a situation. Needless to say, it can also be wrong and give us incorrect suggestions, but most of the time, it is correct, and so this is a powerful motivator for us.

You have very likely been online, deciding to purchase something and quickly consulted the reviews of others to get their opinions and experiences about that product or service. Perhaps you decided to buy or changed your mind based on that information. In that case, you were also relying on Social Proof.

98% of online shoppers say online reviews are important when deciding where or what to buy.

Research shows that if unused, 90% of newly acquired knowledge is lost within a week. Also, self-education does not build the confidence to implement new knowledge confidently and consistently. Training with coaching over some time ensures you end up using this critical skill.



We should, therefore, let other people know if there is information that supports our proposal, which indicates what other people have thought, felt or done that is in line with what we are proposing.

Did you know that over 22,000 people have completed Dr Cialdini's Ethical Influence educational experiences, and the average satisfaction of students is 4.6 stars out of 5 stars?

What are the chances you will have a similar appreciation when you finish a course designed by Dr Cialdini?



PATRICK'S STUDENT REVIEWS

ETHICAL INFLUENCE PRACTITIONER COURSE



Implementing the principles last week, I was able to double the size of one order and triple the size of another, AND I'm not in sales! I'm only the credit manager :)

Billy Staake, USA



Invaluable, insightful and surprising learning that everyone should know and utilise. I'm already seeing positive changes with my company.

Tristan Baker, Australia



Through this course I learned necessary tools and skills to improve my business! I can't thank Patrick enough.

Farzad Netjatpour, Canada



This was a truly eye-opening learning experience, soooo cool to know how to be more influential in my business without dirty tricks or strategies and Patrick makes learning such a fun and light process.

Michal Gnilka, Poland



The excellent course with Patrick Van der Burght was transformational, giving me proven tools to become influential in my business and beyond, as the benefits extend to every day life.

Beata Rakowski, Canada



I was able to learn & develop the foundations of Ethical Influence over 8 weeks that will last for a lifetime and are applicable to both my personal life and business pursuits.

Peter Hoffman. USA



Principle 5 – Authority

The advice of experts

It is a natural and logical tendency to rely on the advice of an expert in a particular field. This is an important trigger of behaviour, but we must be cautious when it comes to ourselves and not blindly accept recommendations from authority figures. Outward signs of authority, such as a doctor's white coat or a uniform, can lead us to blindly follow someone's instructions without questioning them.

When it comes to ethically persuading others, it is essential to disclose any genuine expertise you may have on the topic at hand. However, conveying this expertise is not straightforward.

You cannot tell people yourself how amazing you are. That will be received as boastful and research shows that this will prevent you from benefiting from the principle of authority despite the genuine authority you might have on the subject.

Therefore, you must communicate or have communicated your experience and credentials to the other party **BEFORE** you meet them.



Have someone introduce you or send a letter of introduction ahead of the meeting, saying how you're looking forward to the meeting and that you've included a list of your achievements and credentials for them to review.

Another signal that people may take as an outward clue of success and expertise are the trappings of success, such as an expensive phone, car, clothing or office.

Trappings have more 'value' when you meet people for the first time. They don't know you and they are uncertain about what to think of you. Outward clues of success can help them think well of you. Don't overdo it either because if it is too far from what you normally like, it will backfire on you later.

"Patrick is a valued coach of the Cialdini Institute."

- **Doctor Robert Cialdini**



THE AUTHORITY

Cialdini is Trusted by businesses large and small



Warren Buffett
CEO Berkshire Hathaway



"Influence" is one of the best business books of all time.



Guy Kawasaki
Silicon Valley Venture Capitalist



"Cialdini is the 'Godfather of Influence.' His book is the guiding light for how I conduct business—and in many ways how I live my life."



Richard Branson
Entrepreneur & Founder of Virgin Group



"Robert Cialdini is the go-to expert in the field of influence, and his book should be on every entrepreneur's shelf."



Chris Voss
Wall Street Journal Best-Selling Author



"Anyone who wants their abilities in communication or negotiation to be at their highest level has to read Robert Cialdini's book. Your knowledge base is simply incomplete without it."



Tony Robbins
Author & motivational speaker



"Dr. Cialdini's work in the psychology of influence should be required reading for all business majors."



Gwyneth Paltrow
Oscar-Winning Actress, CEO goop



"This 'Influence' is a classic: it delves into how and why influence works and the specific dynamics at play when leading a company."



Gerry Allen
Former Vice President IBM



"I have always been impressed with his integrity, his honesty, his high ethics standards, the way that he conducts his life and his business."



Allen Mireles
Owner Allen Mireles Consulting




"In public relations, persuasion is a vital component of everything we do."


THE AUTHORITY




Cialdini is Praised by the academic community




Daniel Kahneman
Emeritus Professor of Psychology
Nobel Prize Winner




"Bob Cialdini is a great observer, and keen observations have been the key to some of his great work... It's really inspiring to look at his work."




American Psychological Association




"Robert Cialdini has been the go-to psychology expert in marketing since his best-selling book 'Influence.'"




Richard Thaler
Professor of Behavioral Science
Economics Nobel Prize Winner




"If the President had to have one advisor with him at all times, my nomination would be Bob Cialdini, the world's most practical social psychologist, and the master of 'Influence.'"




Richard E. Petty
Professor of Psychology




"Bob's work represents the very best of social psychology, combining both basic theory and conceptual along with an important application to the real world."




Todd Rogers
Professor of Public Policy



"Future generations of psychologists will benefit and take inspiration from the approach that Bob uses to develop research ideas and ultimately study them."



Betsy Levy Paluck
Professor of Psychology and Public Affairs




"'Influence' will continue to clarify and inspire the art and science of persuasion for years to come."




Dorie Clark
Executive Education Professor




"'Influence' is a modern business classic that has profoundly shaped the fields of marketing and psychology."




Peter Killeen
Emeritus Professor of Psychology



"Bob has always imbued his work with ethical principles. He's always sought and found good reasons—economic reasons—for being ethical."



Adam Grant
Professor of Management and Psychology



"Without Bob Cialdini, I would not be a psychologist."

Principle 6: Consistency

Staying true to prior actions

Once people have made a decision, taken a position or taken a stand on something, they go to great lengths to stay consistent with that decision or stand. We do this because if we don't, other people who observe this think poorly of us. We have a lot of nasty names for people who say one thing but do something else.

This gives us access to another important trigger regarding behaviour we want to see continue.

Prior commitments that people have made can come in the form of:

- Statements
- Choices
- Actions

If these are in line with your proposal, you can call upon them by reminding people of their commitments. This will be in line with their values and will show how what you are offering is logically consistent with those prior actions or decisions.



When it comes to commitments made by people, there are a few factors that make them stronger. When the commitment is active, public and voluntary, it is much stronger than if it were passive, private or made under some pressure.

Research shows that if unused, 90% of newly acquired knowledge is lost within a week. Also, self-education does not build the confidence to implement new knowledge confidently and consistently. Training with coaching over some time ensures you end up using this critical skill.

ethicalpersuasion.com.au



CONSISTENCY

You have probably experienced sharing a great idea with someone, and they agreed it should be implemented, but you come back a week later, and nothing has been done. You question yourself... 'I thought I'd convinced them... maybe I didn't.' This happens a lot.

Imagine agreeing with a work colleague about a particular course of action that you suggested should be taken. You would do well to not just settle for a verbal (passive) agreement but instead ask the person to 'write down' what you have agreed upon in an email.

If this is your boss, you can't ask them to email you, but you could say, 'Hey, I'm glad we agree on this. Let me send you a memo highlighting the things we agreed on.' The other party will follow through on what was agreed on far more frequently if you make this part of your interactions.



You want to learn Persuasion?

I appreciate the fact you are investing time to learn about ethical persuasion through this guide.

To master it fully, the next logical step is to do formal training with a Cialdini Certified Coach like myself.

When would be a good time for you? 10 years ago? Or now?

ethicalpersuasion.com.au



Cialdini Certified Trainer
Patrick van der Burght

STOP MULTIPLYING YOUR LOSSES EXPONENTIALLY

When it comes to sales,
these five factors rely on your team's
persuasive abilities and directly impact profits.

Without knowing and mastering the science of persuasion, it is
safe to say your team is losing revenue at every turn.

The real kicker? Improving just one of these factors has a
compounding effect on the others. So, if you're ignoring
persuasion science, you're not just leaving money
on the table—you're **multiplying your losses exponentially**.

Leads

You'll need to be persuasive to get people to enable communication with your team.

x

Profit Margin

Negotiating your buying prices from suppliers and therefor margins will depend on persuasiveness.

x

Average Spent

Your team's ability to convince their audience to buy more the first time will rely on their persuasion skills

x

Conversion Rate

Your team's persuasiveness will determine what percentage of proposals are accepted.

x

Loyalty

To impact repeat purchases and for clients to promote you, we need to motivate and build loyalty.

x

ethicalpersuasion.com.au



Principle 7 – Scarcity: What we can have less of we want more

There is something primal about the principle of scarcity. It works on all of us. This also makes logical sense. From an evolutionary perspective, if you have enough resources to survive, gaining more resources is helpful. But if you were to lose the same resources, that could be detrimental. That is why we all experience the 'fear of missing out' (FOMO).

For our persuasion efforts, it is good to remember:

Opportunities appear more valuable when they are rare.

When things are rare or unique or their availability is questionable, we want them more. This means that if what you have to offer someone is genuinely in short supply or genuinely available for a limited time, then you would do well to mention that to your audience.

Competition

When people know there is competition for a resource, they want it more. If you have genuine information about the presence of other interested parties for what you are offering, this is another important thing to mention.

From a persuasion perspective, scarcity includes not only limited supply but also features or a combination of features that can't be obtained anywhere else. If you have identified those features, you'd do well to let your audience know they can't get them anywhere else.

**What is it about your offer that your audience cannot get anywhere else?
What or what combination of benefits can they only get from you?**



Ethical Persuasion

Use a scientific approach to increase the probability that people will say YES to your requests.

ethicalpersuasion.com.au



SCARCITY

'Selling Benefits Lost'

As people are more motivated by possible loss than possible gain, you must frame the obtaining of features and benefits as what they stand to lose if they don't agree with your request.

Instead of presenting your smallest/cheapest option first and then explaining what more they get if they go for the next step bigger/more costly... you should speak about the bigger option first and explain what features/benefits they would be losing out on by going for the smaller/cheaper option.

However, this does not mean that we cannot speak in terms of benefits gained either. We can. But we should make it clear that those benefits are not to be missed.

Talk about unique!

Scarcity is a subject that goes a fair bit deeper and has subtle nuances.

Dr Cialdini is the Godfather of Influence and Ethical Persuasion. He has spent his life researching what makes others say YES to another's request. All the recommendations you get from our training, teaching and coaching are based on rigorous science.

That is our uniqueness. You can't get that from anywhere else.

Patrick's yearly availability to deliver Keynotes or Workshops for your team, is not endless. Also our flagship course is strictly limited to 12 participants, so secure your step to mastering persuasion without delay.





For Mastery of Ethical Persuasion

Keynote, Workshop, Course or Consultation?

Teams

The best learning path forward will depend on your situation. For the training of teams, so you can use persuasion on all your challenges, a **keynote or workshop** (in-person or online) is often considered the best way to test the water with team members. You will see how excited they are, and how much they like using what they learn, before moving you move on to a deeper time with additional workshops or keynotes.

Individuals

For individuals, our flagship training, the **Cialdini Certified Practitioner course** with live training is easily the quickest and most elaborate way to make sure you stop missing out on successes and opportunities that you should be achieving. If that is too big a step right now, then join us for a publicly available **online workshop** which are only a small investment and sure to bring a BIG ROI.

Done for you

Perhaps you realise that every week delay is costing your organisation money, and you want the best advice as soon as possible. Our **consulting services** are perfect in that case. We can do an **audit** of your situation, or you could keep **Patrick on retainer** for monthly persuasion suggestions for your influence challenges.

Ethical Persuasion

It is time to say YES to communication that converts.

ethicalpersuasion.com.au



About Dr Cialdini

"Don't miss the opportunity to expose your people to this man. His work, his science, his ethics and the method for putting it all together are an experience you can't get elsewhere."

Novo Nordisk

Dr Cialdini's principles are trusted by leading organisations around the world

Coca-Cola

KPMG

IBM

novo nordisk

Microsoft

Google



BOSE



AT&T

Contact Us

ethicalpersuasion.com.au

info@ethicalpersuasion.com.au

ETHICAL
PERSUASION
TRAINING & CONSULTING
CIALDINI INSTITUTE FOUNDING MEMBER