

Weapons of Influence

Influencing tool	Examples	How could you use this and with whom...
<p>Social Proof</p> <p>We are influenced by the actions and behaviours of others to help us guide the choices we should make.</p>	<p>Hotels often place a card in your room asking you to consider re-using your towels. Cards that have the most impact use social proof in their description, such as:</p> <p><i>"75% of our guests re-use their towels when they stay with us for more than 2 nights...please feel free to do the same".</i></p>	
<p>Scarcity</p> <p>As things become less available (or harder to get) the demand for them increases.</p>	<p>When BA announced that they would no longer be running Concorde flights, the sales of these flights in the subsequent weeks went through the roof. People are influenced by things that are rare or hard to get hold of.</p>	
<p>Consistency</p> <p>People like to be consistent with the things they have previously said or done.</p>	<p>Restaurants can make people more likely to phone and cancel by asking the customer to say they will when they book: <i>"Mr Smith, if you can't make your booking for Saturday night you will call and let us know won't you?"</i></p> <p>A public commitment will invoke the rule of consistency in us.</p>	
<p>Liking</p> <p>People prefer to say "yes" to people they like.</p>	<p>We tend to like people who:</p> <ul style="list-style-type: none"> - are similar to us - pay us compliments - collaborate to achieve mutual goals <p>Think about people you often do things for willingly in the workplace and ask yourself: "Do I like them?"</p>	
<p>Reciprocity</p> <p>People feel obliged to give back to others what they have received.</p>	<p>If you do a favour for a colleague, they will feel that they need to return that favour. Have you ever felt obliged to buy someone a drink who has bought you one first?</p> <p>We are more likely to say yes to people if we feel we owe them something.</p>	
<p>Authority</p> <p>We are influenced by of those who we consider to be an expert or who appear to be a person of authority.</p>	<p>It is important to demonstrate why you are a credible and knowledgeable authority before you attempt to influence.</p> <p>Physiotherapists find that patients are more likely to comply with exercise progress if they display their medical diploma on the wall of the consulting room.</p>	