

Influence

Sway Bullying
Catalyst
Leverage Redirect Coerce Lead
Adaptation Guide Altering Empower
Model Pressure Direct Mentor
Impact Change Inspire
Effective Nudge Motivate
Behavior Parenting Advise
demotivate Coaching Coerce
Affect Convince Leadership
Mentoring
Manipulate
Persuade

Why are you here today?



What influences you to say yes?

Imagine the scenario. You meet someone at this event. They offer you something – a product, a partnership arrangement, a service.

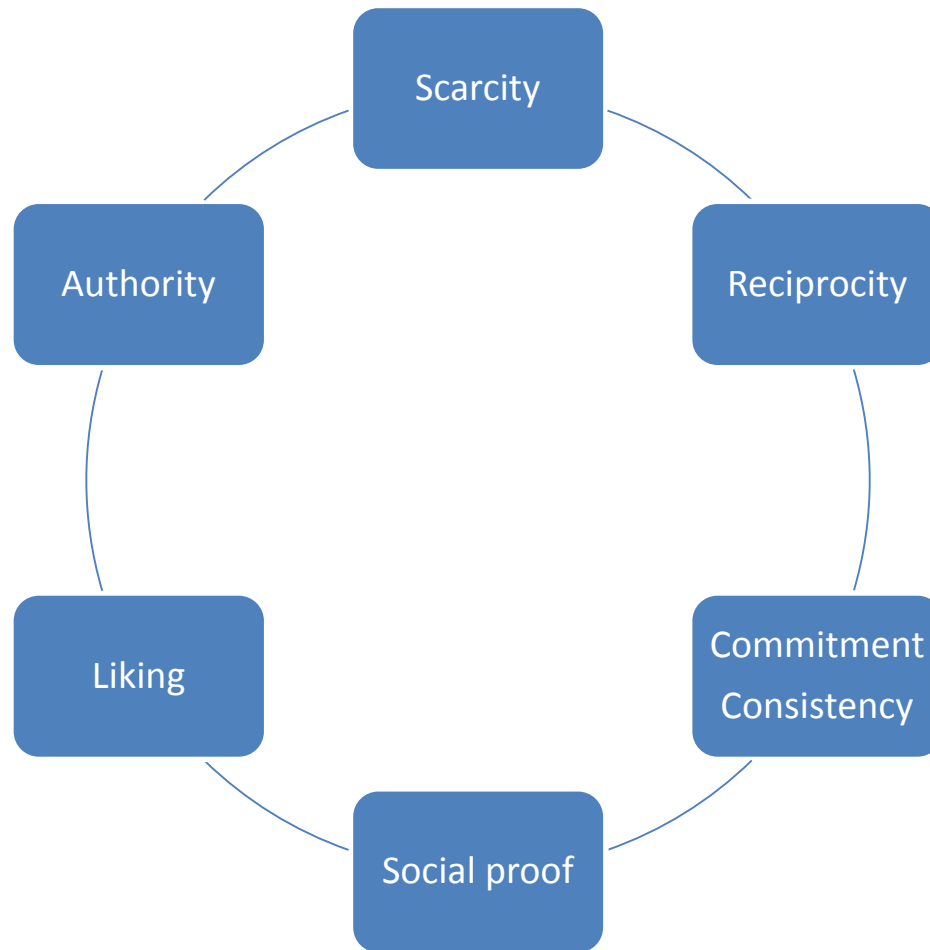
What will influence you to say yes to them?

ROBERT CIALDINI

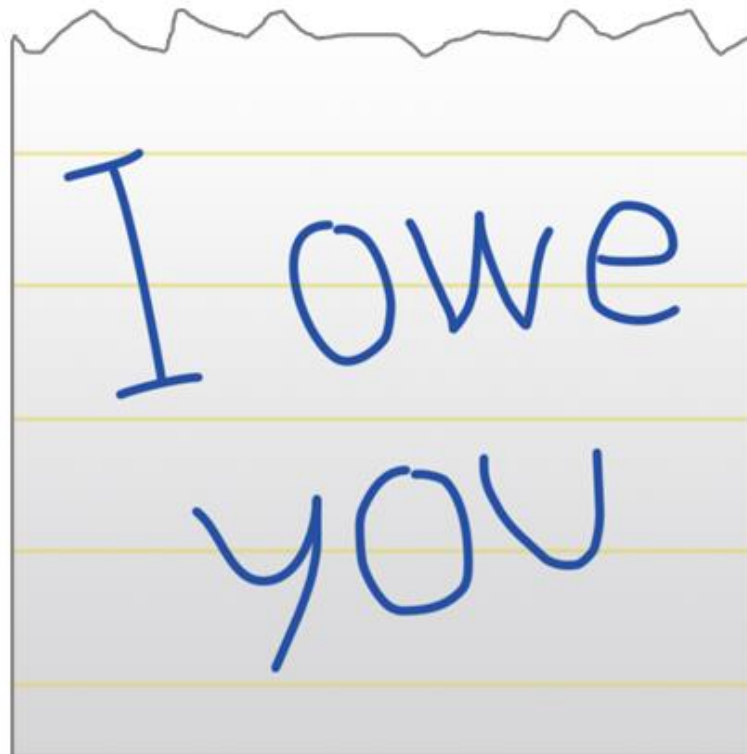
INFLUENCE: THE PSYCHOLOGY OF PERSUASION



6 domains – to influence **powerfully**



1. Reciprocation



2. Commitment and consistency



3. Social proof



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4. Liking



5. Authority



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste . . .
T for Throat . . .**

that's your
proving ground
for any cigarette.
See if Camels
don't suit your
"T-Zone" to a "T."



CAMELS

Costlier Tobaccos

6. Scarcity



Applying principles of *influence*

In your marketing
messages and sales
activities

In face to face interaction
with clients and
prospects

To engage staff and
colleagues



Current successes
in influencing



New ideas to
influence

6 domains – to influence **powerfully**

