

The
Professional Sales Excellence
Series

Participant Study Guide

"Influencing People"

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Module Outline

Section One: How To Influence Your Customers Without Manipulation

Section Two: The Power Of Touch

Section Three: How To Contrast And Up-Sell

Benefits to Participant

You will:

- *Learn how to get your prospect or customer to remember 3 times as much in half the time.*
- *Learn how to increase your closing rate to 90% without working any harder.*
- *Learn how to contrast what you sell so it's perceived as a better deal.*
- *Learn how you can make 30% more income by up-selling buyers, and knowing when to do it.*
- *Learn how to gain the greatest amount of influence and attention from your advertising.*

Instructions for Completion

- 1) Follow along in your manual.
- 2) Make notes in the margin.
- 3) Highlight or underline key areas.
- 4) Share with others your thoughts and ideas.

Section One:

Notes

How To Influence Your Customers Without Manipulation

- 1) What grabs a reader's attention first when they view ads?
- 2) Your prospective customer's greatest attention is on the right side of a sheet.
- 3) If you want your customers to remember your ideas and be more influenced by them put graphics or written information in their right visual field.
- 4) We tend to remember things longer if we are touched. University of Minnesota research has determined that we are influenced favorably if we are touched while being presented with a persuasive message.

Most of the psychological studies in this area have shown that people tend to think of those who touch as more caring than those who don't touch. The same studies have also shown that most of us rarely notice being touched as long as it is naturally done in normal conversation and without manipulation. That means you should never touch anyone for more than 3 seconds, nor should you touch above the elbow. To touch longer risks causing the customer to feel uneasy. To touch above the elbow risks making the customer feel you are coming on too strong, too fast.

EXERCISE 1

Would you like to see if this touch technique works? Try to touch the person next to you. First say something nice to them without the touch. Next, touch them on the arm, below the elbow, and say the same nice comment again, in the same way. Did you notice a difference? Did this seem to influence your partner favorably? You can bet it will influence your customer.

Notes

Section Two:

Notes

The Power Of Touch

There is a sexual subtext behind touching. A man will often think of a woman who touches as coming on to him. Yet only 5% of those who were touched, in the experiment mentioned, ever realized they had been contacted. The suggestion is to touch only when you have rapport. This is important no matter what you sell, because you wouldn't present an idea necessitating you to touch unless you had rapport to begin with. If you touch too early without rapport you will cause the prospect to feel uncomfortable. You'll recognize this easily. If you touch without rapport your customer will back away from you, or even break eye contact.

EXERCISE 2

Take a moment now and practice this technique. Grab the person next to you again on the arm. But this time, try to sell your own product. To close, touch them below the elbow. As you do this, say "I recommend you do this now." To command more attention and better memory for your message, touch them on the arm as you reach the key point you can't afford them to forget. Try this now.

Section Three:

Notes

How To Contrast And Up-Sell

If you want your prospect to increase the amount of his purchase do you sell the most expensive item first, or show the less costly one first? Do you sell exactly what he wants, or do you show an item with less value first?

Research at Arizona State University has shown that you first should contrast your product with another that makes your product look good by comparison. The contrast principle is effective if your product is on the high-end of price.

Up-selling refers to the process of getting your prospect to make another purchase after they have initially bought. Up to 30% of your sales can be made after the prospect has made an initial decision to buy. Add-on sales are an extremely lucrative way to make money if you are savvy enough to ask after the decision to buy is made.