

Become a Master of Influence!

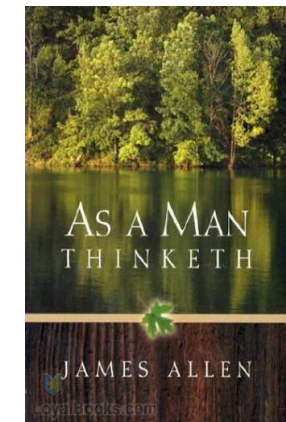
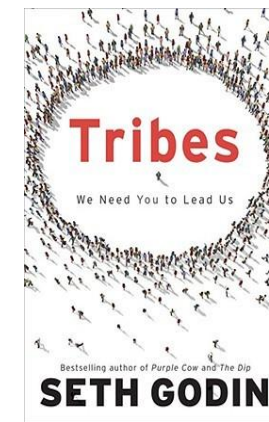
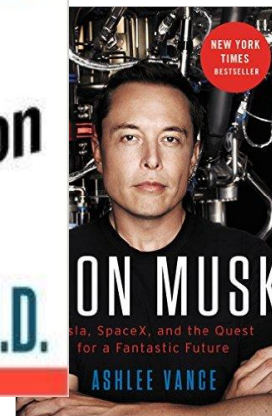
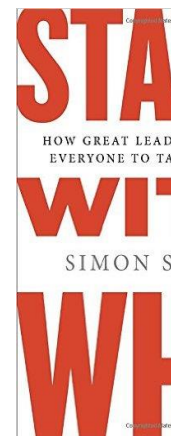
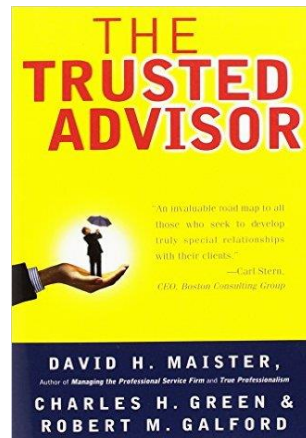
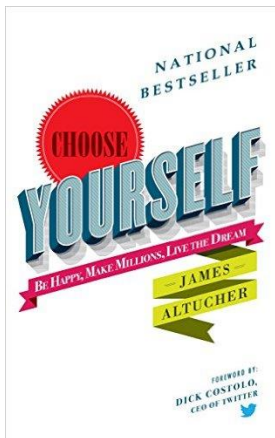
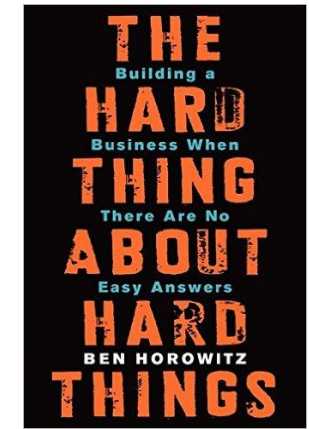
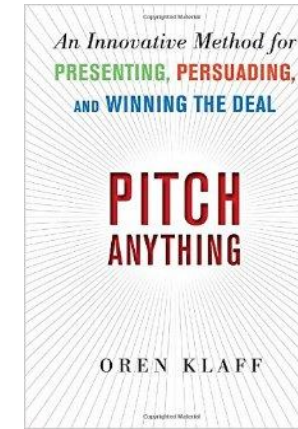
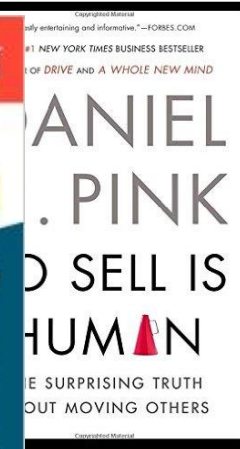
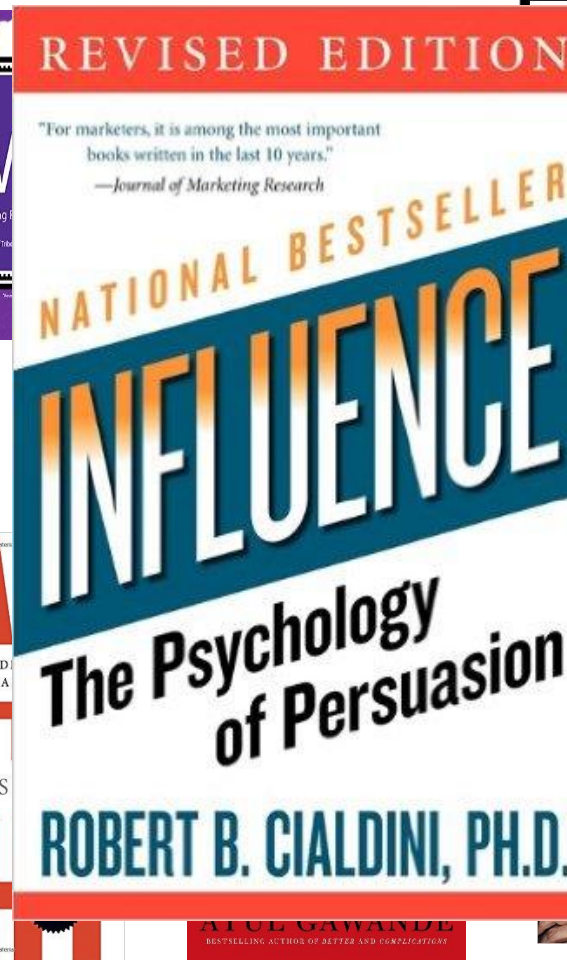
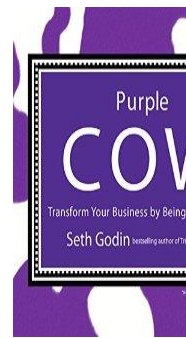
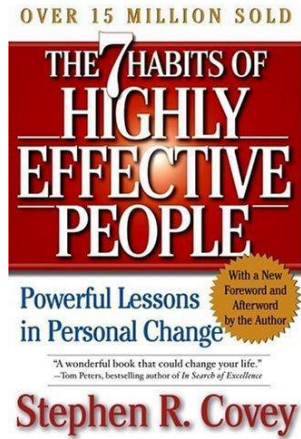
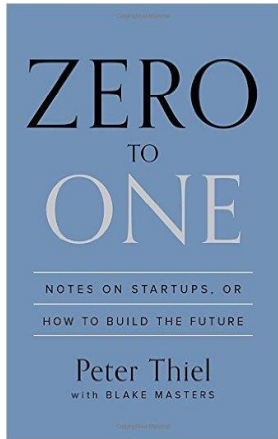
About Me

- 18 years of B2B Sales
- Many Mistakes / Few Great Successes
- I will share what works!
- Sales Hacks on BIGJUMP website

Today's Slides

- Go to www.bigjump.com.au
- Click on Resources Section

Suggested Reading List



Online Resources



Question...

Why are you here?

Personality Ethic vs. Character Ethic

Character Ethic

- Based on principles
 - 7 Habits of Highly Effective People
 - The Trusted Advisor

Personality Ethic

- Post WW1
- What to say, how to dress, being popular
 - How to Win Friends and Influence People
 - ***Influence by Robert Cialdini***

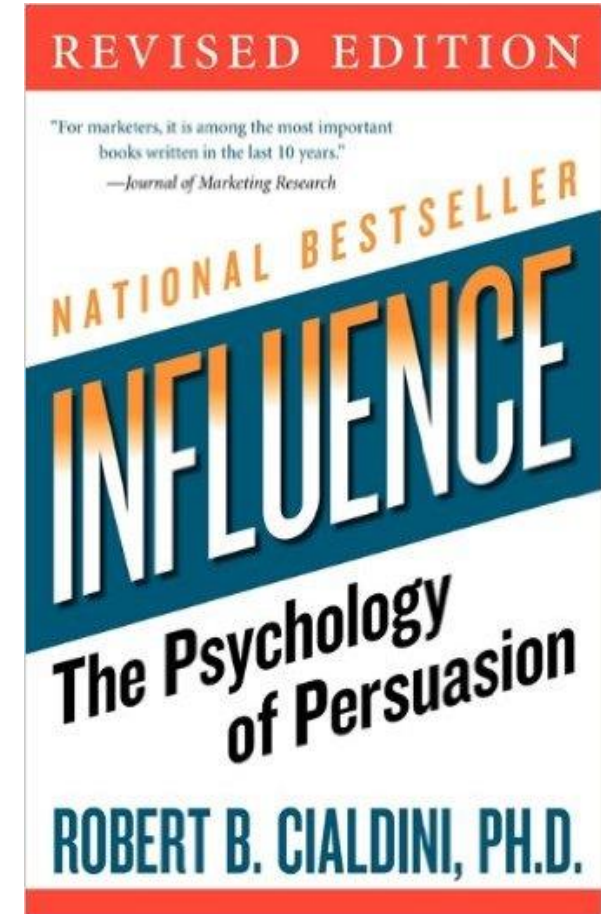
Which is the most effective?

- **Short Run – Personality**
- **Long Run – Character**
- **Best – understanding both**



6 Principles of Influence

- Reciprocation
- Social Proof
- Commitment and Consistency
- Liking
- Authority
- Scarcity



Reciprocation

- **When we receive a gift, we feel obligated to return the favour**
 - MLM / Chuggers / Mints
- **Startup Applications**
 - Freemium model
 - Unexpected features
 - Free events, beer, attention
 - CEO conversation – offer white paper!
 - James Altucher – 10 free ideas



Social Proof

- **When we are uncertain we will look to the actions of others**
 - Product Ratings (Amazon)
 - Restaurant size
- **Startup Application**
 - Get your top 10 customers
 - Get known brands/logos
 - “Endorsements”



Commitment & Consistency

- **People like to be consistent with the things they have previously said or done.**
 - Companies prefer to stay with suppliers even when unhappy
 - If we vote in a particular direction, it would require a big change to disrupt
- **Startup Application**
 - Get customers started on small gigs first. Small payments. Builds commitment and consistency.

Liking

- **We tend to say yes to the people we like!**
 - Popular kids at school
 - Celebrity endorsement
- **Startup Application**
 - Build your personal brand (Jobs, Musk, Gates)
 - Become a Trusted Advisor (Character Ethic)



Authority

- **We follow the lead of acknowledged experts.**
 - Diet advice
 - Climate Change
- **Startup Application**
 - Become domain expert in your field
 - Regularly write and speak on the topic
 - Seek specialist review (Gartner)



Scarcity

- **We want more of something when it is less available.**
 - Gold. Monet Paintings.
 - 2003 British Airways Concord
- **Startup Application**
 - Limit your offers by time – special rate for 2017
 - Limit offers by numbers – first 10 customers will receive “special” rate



Q&A