

# Persuasion and influence 1

Business, Management



Persuasion and Influence due: Persuasion is a skill and art of becoming effective and influential in the workplace, marketing of products and other social settings. Through the use of adequate choice of descriptive, non-judgmental words and non-verbal behaviors; savvy persuaders and influencers motivate people to particular courses of action (Cialdini, 2001).

### Techniques Applied in Persuasion

#### 1. Liking

To influence others, people adapt to the style, heart and thoughts of their target audience in order to win over their mind. It is in these general things that such people are able to connect and create interpersonal relationship (OShaughnessy & OShaughnessy, 2004).

#### 2. Reciprocity

In an effort to influence and persuade, people comprehend the pros of being the first to command an order to get something back. An example is in the cosmetic industry where shoppers are encouraged to make a purchase in order to receive a gift or sample. The fact that there is a gift in exchange of a purchase compels one to buy (Hogan, 2010).

#### 3. Scarcity

The law of scarcity portends that whenever choice is limited or threatened, the need to maintain a share of that limited commodity makes us crave for it even more. When an opportunity is scarce, its value increases hence, the urge to own it. In marketing for instance, department stores use scarcity to bait consumers into an uncontrollable frenzy to shop for items brought on offer at bargain prices for a limited time only, limited shopper to a restricted number of items. They make use of deadlines, limited spaces, number or

availability of stock clauses to create urgency to purchase (Pratkanis & Aronson, 1992).

#### 4. Authority

At a personal level, power may be applied on the basis of knowledge, technical competence and the ability to articulate ideas for others to follow. It relates to building trust and loyalty, relating well with others, communicating opinions and ideas in compelling ways, accomplishments, a charismatic style, self-confidence, enthusiasm and hard work.

#### 5. Words and Use of Verbal Language

Words shape the thoughts, feelings and attitude towards a focused subject. The use of language and mastery of words control human behavior. For instance, in tobacco commercials, which portray the calming, soothing and comforting effect of a cigarette brand. At the end of the commercial, the negative side effects are read out quickly and de-emphasized that viewers are left with the overall positive impression. Words are positively chosen emotionally packaged to “Tame the sting” (Fahnestock, 2011).

#### Conclusion

To ensure prudence in shopping, it is essential to purchase or acquire products on a need be basis. It is also necessary to distinguish between needs and want. Set a budget plan and follow it and avoid carrying excess money to avoid impulse purchases.

While shopping, purchase items like fruits that are in season since the products are reasonably cheap and fresh. If possible, pool resources with relatives or friends and purchase in bulk where prices are discounted.

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