**Challenge #11: Effective Selling and How People Convince Themselves to Buy**

**Task:** It is time to explore the six ways people convince themselves to buy: *Authority, Scarcity, Consensus, Consistency, Commonality and Reciprocity*. These six-elements emerged from Cialdini’s research on Influence and Persuasion[[1]](#footnote-1).

Revise the five steps of commercialization and think of it, not as trying to sell to them, but using these six elements to have your customer convince themselves to buy your product or service.

**Idea:** Write down or draw your idea, explain why you think that you can better develop this idea.

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**Action:** Write down some ideas for using these concepts in your effective sales and marketing efforts. You don’t have to use all the concepts, just pick the ones that work best for your venture. And remember you are not trying to sell, you are attempting to see if you message resonates with your tribe. This can be done by how many likes, comments, and other forms of engagement people have with your post.

The six-concepts:

*Authority*

*Scarcity*

*Consensus*

*Consistency*

*Commonality*

*Reciprocity*

**Outcome:** Explain what you thought would happen and what actually happened.

How much time did you spend working on the idea? \_\_\_\_\_\_\_\_\_\_\_\_\_

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How much money did you invest? \_\_\_\_\_\_\_\_\_\_

How much money did you make (profit)? \_\_\_\_\_\_\_\_\_\_\_

Return on Investment: profit/investment X 100% = \_\_\_\_\_\_\_\_\_\_

*Profit is total cash minus the investment*

Rate your results on this scale:

☹ ☺

**Reflection:** Think about what went well and what did not go as planned? And think about your marketing efforts.

Think about the message: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Think about your role in getting the message out:

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Think about the customer – did the message resonate with them? and how do you know?

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**Now, think about why and how:**

What challenges did you encounter?

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How did you respond to the challenges you encountered?

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Why did you respond to these challenges the way you did? What were you feeling and thinking? How did these thoughts and feelings impact your actions?

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Intentionally left blank to allow further reflection

**A Deeper Dive: The Science of Persuasion**

(AKA how people convince themselves to buy)

The research on human behavior is really interesting. When we are unsure of what to do, we rely on these six-reference points to help make decisions. As an entrepreneur you are able to use the customer’s reference point to help convince them to buy/use your product or service.

1. ***Authority:*** *When we are unsure of what to do, we look to people in authority for guidance. Companies often effectively use this technique when they have athletes recommend you buy specific products.*
2. ***Scarcity:*** *It is human nature to want more of what we have.. For an example, we can think of the long lines for a limited release item such as Supreme clothing or the latest version of the smart phone.*
3. ***Consensus:*** *We look to the actions of others to help us decide when we are unsure. If everyone is doing it, it must be the right thing to do. Including a simple phrase in your sales pitch like "it is selling well" signals that there is consensus in the market about buying your product/service.*
4. ***Commonality:*** *When faced with a choice people are more likely to be influenced by people like them. This influence focuses on the common group identity. Essentially, you look for people that are similar to you for guidance when deciding. For example; football players, soccer moms, etc. will be influence by other people like them as they attempt to solve their common problem.*
5. ***Consistency:*** *Humans are creatures of habit. This makes it difficult for entrepreneurs developing new products or services. Yet, you are able to use a person’s consistent behavior to get them to buy your new product/service. To effectively use consistency, you need to focus on how your product/service is consistent with their belief system and that your solution provides better benefits. For example, if someone looks for Fair Trade products, if you focus on how your product is Fair Trade, then buying your product can be incorporated easily into their belief system.*
6. ***Reciprocity:*** *We respond to actions of others by making a corresponding one. We see this tactic used extensively in the food industry. When given a free sample, you may consider this gift in making your next buying decision.*

**Class Discussion**

The class discussion is designed to provide feedback to your colleagues about their ventures and to get feedback on your venture. This is an integral part of the process. This time it will be interesting to learn about how others re-imagine the solution to a problem.

Jot down notes or draw images of the information that is being presented and think about how you can help them with their venture.

**Self-efficacy**: After the class discussion think about how you would do it better next time:

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**Use this space to jot down your thoughts about how you**

**will do it better next time/sketch it out:**

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**So, Feedback**

**What?**

**Systemic Effective**

**Thinking Selling**

**IDEA**

**Exploiting**

**Networks**

**Knowledge, Customer Channels**

**Skills, & Abilities Segments**

1. Robert B. Cialdini (1984) Influence: the psychology of persuasion [↑](#footnote-ref-1)