GONG

7 LEGENDARY PERSUASION TACTICS
From Robert Cialdini

How do you get buyers to say *yes*? Use Robert Cialdini's principles of sales psychology to deeply transform your sales conversations to reduce buyer uncertainty and close more deals.

#1

USE RECIPROCITY TO ENGAGE AND MAINTAIN RELATIONSHIPS

People say *yes* to people they owe. They feel obliged to return a favor if they've received one from that person. They will give back in the form of a behavior, gift, or service if they have received something from that person first.

*"Scratch my back, and I'll scratch yours."*

Action
Give customers the gift of listening to (and recognizing) their needs. The rate at which sellers listen correlates strongly with their wins.

Here's how
Focus on listening to what your customer needs and they'll want to reciprocate by offering something positive in return. Pay close attention to your talk-to-listen ratio. The top sellers have a talk-to-listen ratio of 43:57.

Top performers listen more than they speak on sales calls

	Talk	Listen
Top Reps	46%	54%
Average Reps	68%	32%
Bottom Reps	72%	29%
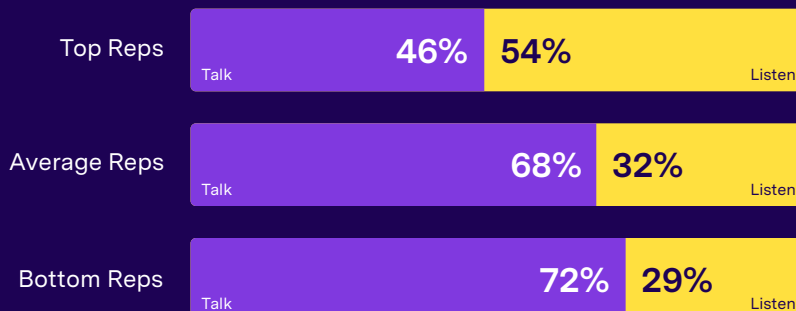
USE "LIKING" TO ESTABLISH TRUST

People say *yes* to sellers they like. That's because we gravitate toward people who are similar to us, who pay us compliments, and who work with us toward a mutual goal.

"If I like you, I'll buy from you."

Action

Make a friendly connection on a human level. Offer compliments as a way to build trust.

Here's how

Start by researching your prospect and finding things you have in common. Use that information to offer up genuine compliments and praise that instill your customer with confidence. This promotes follow through and helps the customer develop a sense of loyalty to you.

Caution

Don't confuse this thoughtful, rapport-building exercise with small talk – it's NOT the same thing.

Top performers discuss small talk less than underperformers

Time on topic

-17%

Average performers

Top performers
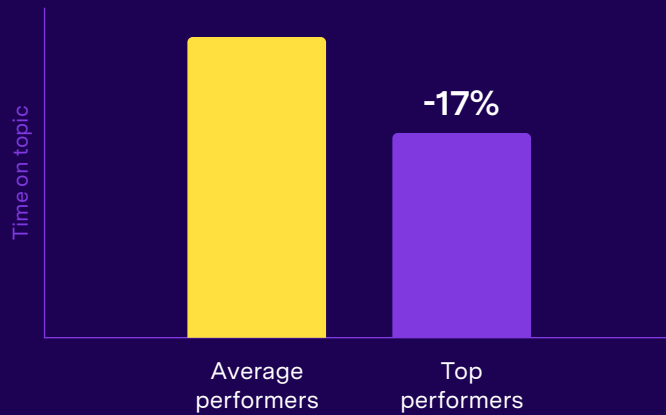
#3 USE UNITY TO ESTABLISH A SHARED IDENTITY

People say *yes* to others on their team. They are also more easily influenced by people who are like-minded. In other words, customers will say *yes* more often to a seller they perceive as "one of them".

"It's all about us."

Action

Ask your customer what they'd like to see changed, modified, added, subtracted, etc. when creating your deal's success criteria. It makes them feel *valuable and signals that you both belong to the same group — a group with a shared goal.*

Here's how

| Don't use the words "opinion" and "feedback" in your request, or you'll get a critic. ✖ | Instead, ask for "advice". ✔ |

⚠ Caution

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#4 USE COMMITMENT TO BE PERCEIVED AS CONSISTENT

People will say *yes* to your request if it's consistent with what they've said or done in the past.

"If I say *yes*, I have to stick to it."

Action

Get people to commit to something relatively small and it'll increase the likelihood that you can build on that commitment.

Here's how

Use "will you" to get customers to follow through on something to which they already committed. It's a subtle way to ask them to live up to their commitment. If they say yes to your request, they're likely to follow through.

It's helpful to hold prospects accountable for action items between meetings, (e.g., "Will you get budget approval by our next meeting on Friday?")

#5 USE SCARCITY TO ESTABLISH FOMO

People say *yes* to things that are scarce. A lack of availability makes things more desirable, especially if they're perceived as unique. Talk up the suite of advantages that only your solution provides, then tap into its scarcity.

"If I can't have it, I want it."

Action
Use loss language to instill a 'fear of missing out' in your prospect.

Here's how

"Once we align on pricing and billing, we'll have a deal" ❌

"We have a deal, all you have to do is agree with this pricing and billing option." ✅

This works because if they say *no*, they **lose** the deal, and that feels uncomfortable. (It's even worse than saying no to **gaining** something!)

#6 USE AUTHORITY TO ESTABLISH YOURSELF AS AN EXPERT

People say *yes* to others when they feel uncertain. They turn to experts and those in authority to help them make a decision. A *credible* authority wields the most influence in this situation. That's an individual who has knowledge and can be trusted to be unbiased and honest.

"If an expert says it's true, it must be."

Action
Mention a weakness in your offering early on in your pitch. It shows that you know your offering's pros and cons and can be trusted to be honest about them. This helps establish trustworthiness.

Here's how
Use phrases like:

"True, we are more expensive, but...[INSERT UNIQUE VALUE PROP]" or "We're not compatible with XYZ, however...".

#7

USE SOCIAL PROOF TO PROVIDE SAFETY IN NUMBERS

People say *yes* to what they see everyone else doing. There's safety in numbers (especially like-minded ones).

"If everyone like me does it, they must be right."

Action

Use customer reviews and data to back up your claims. If you don't have social proof available, employ proof based on trends.

Here's how

Before: "30% of customers choose our new model." Don't say this. It implies that 70% don't choose the new model.

After: "Last year 15% chose our new model. This year 20% chose it, and we project that 30% will choose it next year." Nobody wants to miss out on that bandwagon.

Want to put these powers of influence into play? *Of course you do.*

First, you need to understand what's happening inside your sales process right now — what's *really* driving sales. Then you'll be able to track the amazing impact each tactic has on win rates.

That's easy peasy... if you have Gong's Reality Platform.

See it in action ⊙

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