

# Social Influence (Part 7)

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## 4.0 Alpha Strategies

- The line strategy for persuasion is improved rhetoric which is people are willing and able to listen to a message; strong arguments are more persuasive than weak arguments.
- Research has shown that free gifts, bonuses for acting now and other versions of “that’s not all” technique can be one of quite persuasive.
- Omega Strategies
  - One strategy involves sidestepping resistance.
  - One way is to **redefine the relationship**.
  - The salesperson is simply exploring the interests and needs of the buyer to see if a mutually acceptable basis for doing business can be established.
  - **depersonalize the interaction**.
  - Wich raises more resistance, “people should contribute to this charity. The second one does, because it is more pesonal.
  - A third way to sidestep resistance is **to minimize the request** such as by breaking down a large request into several small requests.
  - A fourth way to sidestep resistance to **use a comparison** that makes the original offer seems more attractive.
  - A fifthe way to sidestep resistance is to **push the choice into the future**. Offers that require immediate action are less likely to be accepted than are offers that require delay action. For example, “buy now pay later”. This strategy makes the approach forces close and the avoidance forces distant.
- **Defenses against Influence Techniques**
  - **Defenses against Techniques Based on Commitment and Consistency**

- The power of the commitment and consistency principle comes from the sense of obligation it creates.
- When people freely make commitments, they feel obligated to behave consistently with those commitments.

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