

Essential Influence and Sales Skills

Five Principles of Influence and Effective Selling

1. Beliefs

YOUR BELIEFS about yourself and your abilities to influence are the foundations on which your communications and influencing skills are built. Your beliefs are also often referred to as the gateway to your potential. Someone who believes in their ability to influence is giving themselves permission to access that potential. Someone who doubts themselves will limit their abilities, even if they have the same potential.

The single most effective belief in the context of selling is to ‘assume the sale.’ When you communicate from the pre-supposition that you are going to be successful, you access what self help books like to call ‘Peak Performance.’ You will be more confident, more concise in your communications and you will be flexible enough to find the answer, even in the most challenging of situations.

2. Relationship

To influence someone, you need to be in rapport with them and have bonded with them at some level. Sometimes this will manifest as people liking you and feeling good about you – at other times you will just have been captivating enough to have their attention.

It is possible to establish rapport with people within a few moments of meeting them. We tend to be drawn to people who are similar to ourselves, so one of the fastest ways to establish rapport is to match some of their body language or ways of speaking and moving. This should not be exaggerated but can make a significant difference – particularly with ‘challenging’ customers.

This process is called matching and mirroring. You have to do it to experience its power. Here are some of the areas that you can match and mirror:

Body Language

- Gestures
- Voice speed
- Voice Volume
- Words

3. Questions – Establish Needs and Link Value to those Needs

People will only buy from you if it is in their self-interest to do so.

To communicate the value and benefits of what you are offering in a ‘tailor made’ way, you need to know what those needs and interests are.

You establish needs by asking questions. If you want to sell more or influence more effectively – forget about the slick tricks and start asking more questions.

Asking questions is also a good ‘bail out’ technique if your communications are not going well.

The key question that will establish the needs and values of the people you speak to is:

“What’s most important to you about

4. Handle Objections

Once you establish value, you may need to handle objections. If you hear an objection, get excited because it means your customers understand the value of what you are offering. “I’d like to buy your house but it’s too expensive” should be music to your ears because they’ve understood that buying your house meets their needs.

The main objections are always around Money, Time and whether the customer believes the product or service will work for them.

Money – It’s too expensive

- a) Re-establish Value. Get them to re-associate into the benefits they’re going to receive when they buy from you. Remind them of the value. They may have forgotten.
- b) Risk Reversal/Guarantees
- c) Offer Payments over time

Time – I haven’t got time

“If you haven’t got time to x, then you really need to x”

I don’t believe you / It won’t work for me

- Testimonials
- Risk Elimination / Guarantees

5. Close

If you are in rapport, have established the value of what you are offering and have handled any objections, then you need to ask for the sale.

This is where your own beliefs about yourself and your abilities are important. You need to believe that you deserve the sale and communicate this with total confidence and clarity.

Many people are successful in the first four steps, but fail in the final one.

NOTE: this five step process does not just apply to selling. It covers the scope of human influence.

The Key Elements of Influence

Words	7%
Voice	38%
Physiology	55%

Cialdini’s Laws of Influence

Robert Cialdini, who has dedicated much of his life to the scientific study of influence, offers us several

laws that govern the process.

The Law of Reciprocation

The Law of Reciprocation says that as humans, we have an in-built desire to repay what other people do for us. It is an automatic, sometimes unconscious response and so is very powerful.

The entire Permission Marketing model, particularly the use of initial free offers, builds on The Law of Reciprocation.

The Law of Scarcity

Cialdini defines the Law of Scarcity as ‘opportunities seeming more valuable to us when they are less available.’

The house of your dreams may become worth more to you if you discover that three other people want to buy it too.

The Law of Scarcity plays on our fear of losing out. Many of us are more motivated by the fear of losing something pleasurable, than we are by simply gaining something pleasurable.

The Law of Social Proof

The Law of Social Proof is one of the most powerful and pervasive because it extends far beyond the business world to govern much of our personal thinking. Put simply, this law states that we often decide what is good based on what other people think is good.

In promoting your product or service, the most effective form of Social Proof is the use of testimonials. A significant proportion of the people you interact with will be heavily influenced by what others say and think.

In fact, any element of your Marketing that conveys widespread acceptance or use of your product/service will make an importance difference to your sales.

To read more about strategies to grow your business click [here](#)

Best wishes,



Andrew Pearson MBA

andrew@uniquebusinessstrategies.co.uk

This is one of a series of articles published by UBS Unique Business Strategies.

If you want to read more on business strategy visit **Unique Business Strategies** and chose from a wide range of articles, white papers and books on for example Business Strategy, Marketing, Management and Operations.

Popular reads on Marketing include;

- How to Create a Customer
- Marketing Strategies that No One Teaches!
- Create a Top Reputation in a Niche
- The Simplicities of Marketing Planning
- The Secret Language of Control
- The Power of Word of Mouth

To find out more please write to andrew@uniquebusinessstrategies.co.uk
