



The Art of Persuasion
Are You using all the tools available?

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• Getting to yes is a lot easier if you don't get to know first ☺

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My Background

- Ad Sales
- Publisher
- Strategy Consultant
- Training Guru
- Board-member
- College prof
- Event planner



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Agenda

- Introductions
- What I said in 2019
- The Seven Principals of Persuasion
- Situation specific applications



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Sell Like a Human

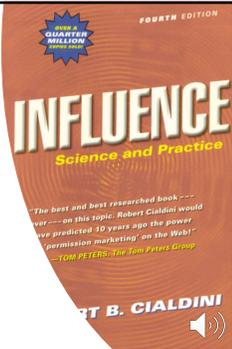
- Give before you take
 - Bring value your prospect can use
- Be a good listener
 - Ask great questions
 - Understand what assumptions are behind a PoV
- Help everyone



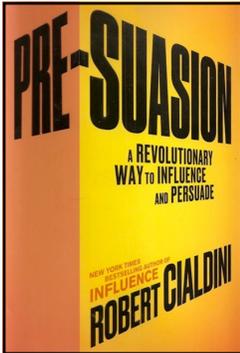
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Use the principles of persuasion

- Reciprocation
- Commitment and Consistency
- Social proof
- Liking
- Authority
- Scarcity




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PRE-SUASION
A REVOLUTIONARY WAY TO INFLUENCE AND PERSUADE
NEW YORK TIMES BESTSELLING AUTHOR OF INFLUENCE
ROBERT CIALDINI

Pre-suasion

- Use anchoring:
 - Achieve client agreement that things are changing
 - Get the big numbers out there

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Open a closed mind like Lewis and Clark

Prepare for 'Liking & Reciprocation'

- Offer something of value, no strings attached
- Show you know something about them/their business that surprises them

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What do you – can you – offer a prospect at the beginning of the conversation?


Market Research


Case studies


Path-to-Purchase for their customers


How Trust leads to sales


Category specific information and solutions

Participation in research?

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Establish their situation to start 'commitment and consistency' from a shared agreement

- Assert the size of the market opportunity to help them think big using 'pre-suasion.'
- Show you know something non-trivial about their marketing situation
- Use the discussion of their situation to help them tell you what they need...or guide them with "how much would it help if..."

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Employ 'pre-suasion' when you start your conversation about the prospect's situation

- Market volume information (much bigger than their sales)
- Market share information
- What competitors are doing
- How their prospective customers are thinking or buying

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Open a closed mind: the power of change

When you can show your prospect how their market is changing, or how consumer-decisions are changing, you'll open their mind to reconsidering their point of view.

"I used to think...then I saw this..." 

(Admit to being wrong.)

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The more you give of value at the beginning, the more you employ 'liking' and 'reciprocation

- A gift
- Information
- Surprise with remembering to ask about their children, health, etc.

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Establish your 'authority' by showing you understand their business

- **You don't** have to know everything
- Market research you supply is the most likely solution
 - You can do your own
 - Use Survey Monkey
- **You do** need to know and communicate something they don't expect
- Make a hypothesis about how to move the needle for their business

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Your hypothesis is where you move from their situation to their needs

...'I think you need xxx to move the needle...' what do you think about that?

Establish their needs to continue the logic of 'commitment and consistency'



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Ask for permission

- To show your product
- To explain the offering
- To make a tentative proposal

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Open a closed mind:
Use graphical images

- Studies have shown that we understand images more quickly than words and remember them longer. When what we see conflicts with what we hear, our brains choose vision over sound.
- The McGurk Effect: eyes over-ride ears



<https://www.forbes.com/sites/forbes/2014/06/12/persuasion-fascinating-study-also-reveals-how-to-avoid-the-mcgurk-effect/>
<https://www.youtube.com/watch?v=G-IN8vWm3m0>

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Use 'scarcity' in every proposal

- Proposal is valid for a limited time
- Exclusivity
 - Or category exclusivity
- Position or other proposal element available for only one advertiser

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Use 'liking' and 'social proof' in your objection handling

Validate	Associate	Eliminate
Affirm the objection and repeat it back; show you listen.	Relate it to other customers they can identify with.	Answer the objection.
Feel	Felt	Found
I know how you feel...	(name the other customers) felt that way too...	But they found...(answer the objection).

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Use a "what if"

- "I know how you feel..."
- "That's how my other advertisers felt at first"
- "They found that advertising with us supported their internet results"
- *"What if I could show you a case-study that shows an advertiser like you that uses print to build trust that translates to results?"*

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Summary

 Give something of value

 Show knowledge

 Use "change" to open mind

 Objection-handling

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Thank you



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