



**DECODING THE SCIENCE
OF SALES**

THE 8 INFLUENCE TACTICS OF SALES

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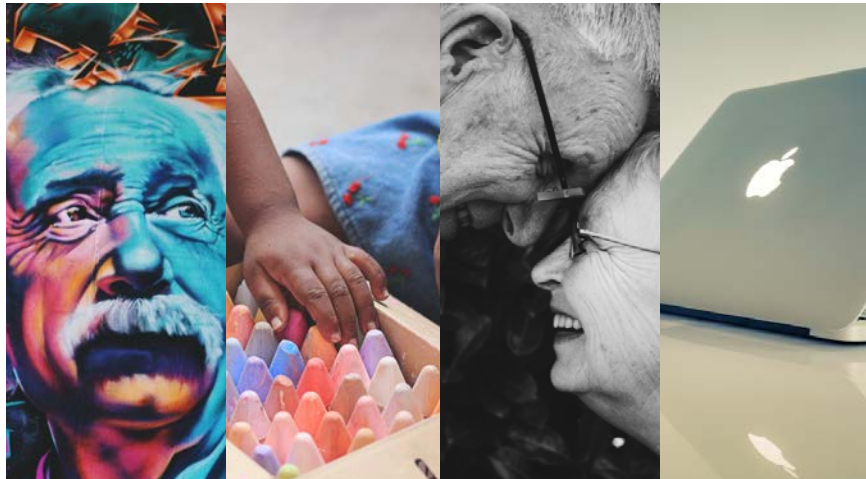
The full learning guide features over 150 pages of tools, strategies and tactics to become a more effective salesperson. Sign up for our course to learn the rest and take a step towards increased results.



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www.thefaktori.com**

Building Influence

- To achieve your goals, you must influence others around you to help support your efforts.
- Influencing others starts with understanding what motivates us as people.
- Being aware of tactics that influence behaviours allows us to identify which situations require which actions.
- Influence psychology helps explain why many selling tactics work and how mastering these tactics will help win the favour of others.



1. AUTHORITY

2. RECIPROCITY

3. RAPPORT

4. LOGIC



5. EFFICIENCY

6. CONSISTENCY

7. SOCIAL EVIDENCE

8. SCARCITY

Psychology of Influence

Social scientists have researched and identified 8 ways in which humans are influenced. By understanding each of them, you will be able to recognize when you can use one or more to gain influence ethically.

Authority

People tend to follow advice when it comes from a source that appears to have authority on the subject.

Reciprocity

People feel the need to return favours when one has been bestowed on them. Everything must be give and take.

Rapport

Individuals are more likely to follow the advice of someone they like or share a common interest with. Build a rapport with your customers based on shared interests to show you understand and value their ideas.

Logic

People will follow advice that makes logical and reasonable sense. Be able to provide constant clarity to your customers.

Efficiency

People seek the simplest solution. Demonstrate the efficiency of you and your product or service to gain agreement and reason.

Consistency

People act consistently with their behaviour, communication, and commitments. As a salesperson, you must demonstrate how your product or service is in line with your customer's culture and meets your promise.

Social Evidence

People follow the actions of others. By leveraging references and testimonials, you will create a sense of envy that is highly desirable.

Scarcity

People want what they can't have. Salespeople can use this principle to leverage the limited availability of products or services.

Faktori Activity: Influence Tactics

Exercise: Applying Influence Tactics

Objectives: Learn to apply the 8 influence tactics to sell your product

Note: This exercise provides you the opportunity to practice focussing on how to effectively influence decisions. In sales, our results are determined by our ability to earn the trust of our customer to help them buy our product. Influence tactics are the dimensions along which you can earn their trust.

Time: 10 – 15 minutes

Materials Required: None

Instructions

In groups of 2, practice applying the influence tactics to your product. Consider how all 8 can be applied to build a bridge between you and the prospect.

Influence Tactics

- Authority
- Reciprocity
- Rapport
- Logic
- Efficiency
- Consistency
- Social Evidence
- Scarcity

Questions to Consider:

- What influence tactics best apply and why?
 - When might you choose to use each one?
 - Reflect on how you've sold in the past, which do you already use?
 - How have you been sold on other products through these tactics?
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Emotional Intelligence

- Emotional intelligence is the ability to perceive, control and evaluate emotions – in oneself and others – and to use that information appropriately.
- Sales requires you to commit to becoming more emotionally intelligent to better navigate sales calls.
- Sales requires you to constantly grow your emotional intelligence.
- Emotions will dictate the outcome.
- Your personal competence is your ability to be aware of your emotions and to manage your behaviour.
- Your social competence is your ability to be aware of other’s emotions and use this to manage the relationship.

Components of Emotional Intelligence

Emotional Intelligence is made up of 4 components.¹



Self-Awareness: Ability to be accurately aware of your emotions as they happen.

Self-Management: Ability to remain flexible and positively direct your behaviour.

Social Awareness: Ability to be aware of others’ emotions and to accurately judge the situation.

Relationship Management: Ability to use awareness of emotions to successfully manage interactions.

¹ <http://www.talentsmart.com/about/emotional-intelligence.php>

Increasing your Emotional Intelligence

- Be assertive and clear on your position
 - How do you honestly feel about situations – be clear and assertive in your opinions.
- Be proactive
 - What can you think of before to proactively prepare for someone.
 - What information can you use to cater how you interact with them.
- Adversity is reality
 - You will face adversity in sales.
 - Don't meet it with frustration but rather look for ways to overcome.
- Express yourself
 - Don't be afraid to express your opinion.
 - Controlling your emotions requires you to express your emotions.
- Use tough emotions when necessary
 - Being happy is not the only effective emotion.
- Expressing or using tough emotions strategically can often accelerate situations.

Notes & Thoughts



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“Life is meeting challenges and sales allows you to practice this every day. Make a Difference in your world and those around you by being the competent, confident communicator that drives success!

Carpe Diem my friends and keep decoding the science of sales!”

- **Chris Giles**

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