

Contagious Cooperation

We have all met someone who, after just a few seconds of being in their presence, we feel an instant connection or bond with them. This is the Law of Connectivity. We have probably all met someone whom we instantly did not like and did not want to be around. This process is caused by a lack of connectivity and usually takes only a few seconds to manifest itself. The Law of Connectivity states that the more we feel connected to, part of, liked by, or attracted to someone, the more persuasive they become. When you create an instant bond or connection, people feel comfortable around you. They will feel like they have known you for a long time and that they can easily relate to you. When we feel connected with someone, we feel comfortable and understood; they can relate to us and a sense of trust ensues.

There are four main points to Connectivity. They are Attraction, Similarity, People Skills, and Rapport. Each of these points will be discussed in detail in the following pages. However, before proceeding, it is important to note that really connecting with others requires an attitude of sincerity, a lot of practice, and a true interest in the other person. Whatever you do, don't take your relationships with people for granted.

As you study persuasion, you must realize that connecting with your audience is critical. What many persuaders don't know how to do is maintain that rapport throughout the entire persuasive situation. You see people in sales break the ice, find similarities, build rapport for the first five minutes, and then launch into their presentation. All of a sudden, they get serious and change their demeanor. What is the prospect going to think? The person he has been talking to for the past five minutes has now changed. Which one is the real person? The two were getting along, having fun, and all of a sudden, without warning, the salesperson becomes serious and dives into a sales pitch. This breaks rapport and seems incongruent to the prospect. You both know why you are there and what the ultimate goal will be, so continue to build on that rapport.

Connectivity takes time, research, and practice to master. You need to learn how to read your prospect and your customer. Learn how to determine whether your prospect is relaxed, nervous, confident, or indifferent.

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