

Create and Awaken Curiosity

The Law of Involvement suggests that the more you engage someone's five senses, involve them mentally and physically, and create the right atmosphere for persuasion, the more effective and persuasive you'll be. Listening can be a very passive act; you can listen to an entire speech and not feel or do a thing. As a persuader, you need to help your audience be one step closer to taking action. As a Master Persuader, your goal is to decrease the distance someone has to go to reach your objective.

When you get a prospect to start something, it is most likely they will follow through and complete your desired outcome. The more involved they become, the less psychological distance between the start and the finish. The desired outcome becomes more and more realistic instead of just an idea you are proposing. If you put on your shoes to go to the store, you are more likely to continue in that direction. If you sit down and turn on the TV, your goal of going to the store is more unlikely.

Yes

Use questions that will create "yeses." As you create your marketing and persuasive presentations, you must engineer the number of times you get your audience to raise their hands, say yes, or nod their heads. How many verbal yeses are you getting? One easy and effective way to get more affirmative responses is to engineer questions that will receive a positive answer. For example, when a word ends in "n't" it will bring a "yes response." Consider the following: Wouldn't it? Isn't it? Couldn't it? Doesn't it? Shouldn't it? Won't you? Can't you? Wasn't it?

Store and mall owners understand the concept of participation. They attempt to get you participating by making eye contact with you, by arranging their stores to force you to spend more time in them, and by saying hello as you pass. When you shop for goods in Mexico, for example, the storeowner knows that if he can get you in the store and get you involved, there is a greater chance of persuasion and a purchase. As such he will make eye contact and do everything in his power to get you in the store. If you don't go in the store, he might follow you for blocks, showing you his products and trying to get you to buy.

The amount of time one spends in a store is directly related to how much they will buy. The more time spent, the more money spent. For example, in an electronics store, non-buyers averaged about five minutes and six seconds shopping time while buyers averaged nine minutes and twenty-nine seconds in the store. In a toy store, the longest any non-buyer stayed was ten minutes, while shortest time spent for a buyer was just over seventeen minutes. In some cases, buyers stayed up to four times longer than non-buyers.

Many other arrangements are made by stores to persuade people to get interested and get involved. For example, hallways and walking paths at malls are made of hard marble or tiles. But the floors of individual stores are soft and carpeted – encouraging you to stay

longer. Have you ever noticed that it is easy to get disoriented in a mall you are unfamiliar with? Malls purposely design their structures with hexagonal floor plans, which are the most difficult to navigate: complicated hallways, confusing angles, and consistent temperature and lighting. The Mall of America in Minnesota, the largest mall in America, wants you to get lost – you can walk forever and still not know exactly where you are. This is also the reason why malls place department stores at opposite ends of each other. Department stores are draws, so for people to get from one to another, they will have to walk past every store in the mall before they reach the next one. Grocery stores place their milk at the back of the store so customers have to walk through the rest of the store to grab a carton. All of these techniques increase the time that customers spend in the store. And as we know, increased time in a store means increased sales.

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