

Offer Choices

There is a strange human psychological phenomenon in regards to drawing conclusions. If someone tells us exactly what to do, there is a natural human tendency to reject that dictated choice when we feel it is our only option. The solution is to offer your prospects a few options so that they can make the choice for themselves. People feel the need to have freedom and make their own choices. If forced to choose something against their will, they experience psychological resistance and feel a need to restore their freedom.

We all need options. We also see this with a trapped burglar or even trapped animals. Recently, I saw a young moose get surrounded by people who wanted a picture of it. Feeling trapped, this moose charged at the people in an attempt to escape. This type of scenario can also present itself in your persuasive efforts. If you don't offer options to your audience, they could attempt to charge and escape.

The strategy is that you have control over your prospects' options. As a Master Persuader, you only give them options that will satisfy your situation. We have all done this with children: Do you want to finish your dinner or go to bed early? In sales, they call this strategy the alternative close. For example, have you heard the line, "Do you want regular or deluxe?" Or what about, "Do you want it in blue or green?" Or how about, "Do you want to meet Monday afternoon or Tuesday evening?" The person has options, but both options meet the persuader's goals.

Even if it is just something simple, people need to have options. I heard a story of one lady who desperately needed to take her medication or she would die. Her doctor, nurse, son, and husband all tried to get her to take her medication but to no avail. The doctor insisted she take her medication first thing when she arose in the morning, but she just wouldn't do it. Distraught, the family took her to a new doctor. This doctor immediately saw the situation and talked to the patient. He explained the benefits of taking the drugs and how it could help her. Then, he gave her an option. He said, "You need to take this once a day. Would you like to take it with your breakfast or your dinner?" The patient smiled and said she would like to take it with her dinner. After she made that decision, she no longer gave people a hard time about taking her medication. The key is that both options the doctor gave her were fixed to achieve the same goal.

If you absolutely have to limit your audience's choice to one thing, you must explain to them why there are limitations on their options. If the audience understands why a limit has been put on their freedom, they are more likely to accept it without feeling undermined.

On the flip side, try not to give your prospects more than two or three choices. Conventional wisdom suggests that the more options you have presented to your audience the more likely they are to find something else they like better. The opposite is also true! If you give too many alternatives, your audience will be less likely to choose any of them. Structured choices give the audience the impression of control. As a result, they increase cooperation and commitment.

Offering choices is also called “binds.” Each option offered gives the persuader what he wants without making him appear as if he is restricting freedoms. When you use the word “or,” the very opposite is implied, so try to structure your choices with the word “or.” For example, “Would you like to make an appointment now, or should we meet next week? I know today you will become involved in our product or make the decision to take it home with you.”

Pre-persuasion is everything. Prepare your mind, know your audience, know their code, and structure a winning persuasive argument accordingly. Know who, what, when, where, and why about your message and your audience. Master Persuaders know that information and structure are the seeds to perfect persuasion.

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