



# **Persuasion and Influence**

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# Reciprocity

## Triggers

- Give a gift
- Provide a service
- Do a favor
  - especially when unexpected
- Make a concession
  - “Reject then retreat”
  - “Larger then smaller”
  - “Door in the face”
- Provide an additional incentive
  - “That’s not all”

## Multipliers

- Meaningfulness
  - The more significant, the better
- Customized
  - The more specially designed or tailored for the recipient, the better
- Unexpected
  - The more unexpected, the better

# Commitment and Consistency

## Triggers

- Obtain a commitment
- Get a prediction
- Get a declaration
- Get it in writing
- “Labeling”
- “Foot in the door”
- “Give it and take it away”
- Under produce and obtain future commitment

## Multipliers

- More active the better
  - Get a summary, email, signature, initial, etc.
- Make it public
  - Make sure the target knows that others are aware of the target's commitment
- Make it effortful
  - The more effort the target makes, the better

# Social Proof (Consensus)

## Triggers

- Provide evidence of compliance by others
  - How others are thinking, feeling, or acting in the target situation

## Multipliers

- The more ambiguous or uncertain the situation, the better
  - Create perceptions of ambiguity or uncertainty
- The more evidence of compliance by others, the better
  - Use many others
- The more similar the others who are complying, the better
- BEWARE of negative social proof

# Liking

## Triggers

- Create and leverage similarities
- Give praise
- Cooperate on something
- Give simple names to proposals/requests
- Get the person to like you
- “Mirror and match”
- “Good cop/bad cop”
- Use “we”
- Create links to positive things/events
- “Luncheon technique”

## Multipliers

- All triggers are multiplied when the positivity and similarity are personally linked to the interlocutor

# Authority

## Triggers

- Create the perception of authority
  - Titles
  - Clothes
  - Trappings of authority
  - Perceptions of size

## Multipliers

- Enhance your perceived expertise
- Enhance your perceived trustworthiness
- Argue to some degree against your self-interests and/or authority
- Establish truthfulness and credibility on minor issues

# Scarcity

## Triggers

- Enhance perception that something is rare or dwindling
- “Limited number tactic”
- “Deadline tactic”
- “Right now tactic”
- “Reverse gains and losses tactic”

## Multipliers

- Frame the loss – what the interlocutor has to lose by inaction
- Enhance perception of competition
  - Scarce resources are more attractive when people are in competition for them