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Psychological Influence: Power of Persuasion

Dan Miller

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Almost everyone can admit that at one time or the other, they have been tricked or pushed into something because of naivety or the power of influence. For whichever motive, we have been an easy target for the pitches of fundraisers, peddlers and operators of one type or the other. While some of these people have good motives, a few of them may have dishonorable intensions. This opens up the debate on the issue of compliance and the factors that can cause you to say yes to another person because of the techniques and language that they use to convince you. If you have been keen enough, there is a certain way in which a request is stated if it is to be successful. A slight alteration may see the request rejected. Social psychologists have researched intensely on the psychology of compliance. Some of these studies have included laboratory experiments while others have involved field experiments where real people have been interviewed to shed light on the power of persuasion. There are principles that influence the tendency to say yes to a request. Knowing these principles and how they work is instrumental if you are to excel in the discipline of persuasion. Contrary to what many people believe, the psychology of influence is a preserve of the elite and a certain section of the society. The truth is that we all need to learn on how to harness the power of persuasion. This is because our daily lives revolve around bargains of one sort or the other. In the same way, we fall victim to the persuasions of other people at least to some degree in our interaction with friends, neighbors and family. To be competent in the mastery of compliance, you need more than just an amateurish and vague understanding of how persuasion works. As you read this book, you will gain a unique insight into the strategies and techniques that are effective in the psychology of influence. In the society, everyone is alive through the battle for influence. It is a wonderful experience to take part in an adventure of persuading others and sweeping them up into an unexpected idea, action or unproven vision. The ability to create a sensation and excitement around you is what makes you a great compliance practitioner. Psychological influence is not about swaying people against their will but rather giving them a chance to see things from a new perspective. Therefore, as the initiator, you have to find a delivery style that will make it possible for you to communicate your conviction in an inescapable and compelling way.

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