

How to Get People to Do What You Want without Bribery, Blackmail or a Magic Wand!

A Practical, Interactive 90-Minute Audio Conference for Administrative Assistants, Secretaries and Other Office Support Staff

PRESENTED BY

The Office Professional

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The 7 Laws of Influence



The 7 Laws of Influence

- Contrast
- Reciprocation
- Commitment
- Authority
- Scarcity
- Social Proof
- Liking

The 7 Laws of Influence

The Law of Contrast

- Everything's relative
- Everything depends on the benchmark

“I didn't have 2,000 pairs of shoes. I only had 1,600.”
— Imelda Marcos
- **You** set the benchmark that favors you

How can YOU use this law?

The 7 Laws of Influence

The Law of Reciprocation

- Our inner need to repay in kind
- Everything depends on the benchmark
 - It's not just about favors
- Useful in negotiation
 - Reject and retreat

How can YOU use this law?

The 7 Laws of Influence

The Law of Commitment

- A powerful urge to be consistent
- A foot in the door
- Make it public
- Put it in writing
 - Group e-mail

How can YOU use this law?

The 7 Laws of Influence

The Law of Authority

- Influence by authority: real or perceived
- Trust + Expertise = Credibility
 - Keep your word
 - Be considerate
 - Expertise is situational
 - Be SEEN to be competent

The 7 Laws of Influence

More on the Law of Authority

- The power of pinstripes!
- Body language
- Vocal delivery
- Study newscasters: tape and ape

The 7 Laws of Influence

More on the Law of Authority

- A power of language
 - Affirmative language
 - Take ownership
 - Win/win
 - Admit mistakes and NEVER lie
 - Don't waffle
 - The language of benefits

How can YOU use this law?

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The Law of Scarcity

- Beanie Babies and iPod Nanos
- “Membership has its privileges” – old American Express slogan

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The Law of Social Proof

- The bandwagon effect
 - “5 out of 6 dentists use this toothbrush”
- References and testimonials
- Track record
- Networking

How can YOU use this law?

The 7 Laws of Influence

The Law of Liking

- We like to deal with people we like
 - Similarity increases liking
 - Association increases liking
 - It must be genuine

How can YOU use this law?

YOUR 7 Magic Wands!

