

Influence

Chapter 5: LIKING

The Friendly Thief

The main work of a trial attorney is to make a jury like his client.

—CLARENCE DARROW

Tupperware Party (1/2)



- reciprocity
- commitment
- social proof
- liking



Tupperware Party (2/2)

- In this way, the attraction, the warmth, the security, and the obligation of friendship are brought to bear on the sales setting.

Joe Girard

- There is a man in Detroit, [Joe Girard](#), who specialized in using the liking rule to sell Chevrolets.
 - he averaged more than five cars and trucks sold every day he worked; and he has been called the world's "greatest car salesman" by the Guinness Book of World Records.
 - It consisted of offering people just two things: a fair price and someone they liked to buy from.

Physical Attractiveness

- a study of the Canadian federal elections found that attractive candidates received more than two and a half times as many votes as unattractive candidates.
- A similar effect has been found in hiring situations.
- Good-looking people are likely to receive highly favorable treatment in the legal system.
- Research on elementary-school children shows that adults view aggressive acts as less naughty when performed by an attractive child and that teachers presume good-looking children to be more intelligent than their less-attractive classmates.

Similarity

- We like people who are similar to us.
- This fact seems to hold true whether the similarity is in the area of opinions, personality traits, background, or life-style.
- Several studies have demonstrated that we are more likely to help those who dress like us.

Compliments

- [Joe Girard](#) (the greatest car salesman)
 - Each month he sent every one of his more than thirteen thousand former customers a holiday greeting card containing a personal message.
 - **“I like you.”** It came in the mail every year, twelve times a year, like clockwork.

Contact and Cooperation

- [Jigsaw learning](#) stimulated significantly more friendship and less prejudice between ethnic groups.



Conditioning and Association

- Local TV weatherman
- The principle of association is a general one, governing both negative and positive connections. An innocent association with either bad things or good things will influence how people feel about us.

HOW TO SAY NO

- Of course, in making a compliance decision, it is always a good idea to keep **separate** our feelings about **the requester** and **the request**.

Marketing Strategy (1/4)

- [Marketing Psychology: How to Use the Psychology of Liking to Grow Your Business](#)
 - The psychology behind the principle of liking
 - Persuasion science tells us that there are three important factors. We like people who are **similar** to us, we like people who pay us **compliments**, and we like people who **cooperate** with us towards mutual goals.

Marketing Strategy (2/4)

- Physical attractiveness is important
 - Is your website beautiful?
 - Studies show that 75% of judgments on the credibility of a website are based on its aesthetics.

Marketing Strategy (3/4)

- We trust those who are like us
 - This strategy says: I am like you. I am casual and approachable. My products are for you.
 - e.g. Apple stores
 - Build the **About Us** page
 - Put a face on **customer support**

Marketing Strategy (4/4)

- Compliments
 - Flattery will get you everywhere.
 - Encourage your audience
 - Show some love on social media
 - Case studies – the ultimate compliment

Thank you

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#CrossFieldIntegration

#TechnicalManagement

#Bluetooth

#AWS

Images sources

- Tupperware Party
 - https://commons.wikimedia.org/wiki/File:Tupperware_party.jpg
 - [https://commons.wikimedia.org/wiki/File:Tupperware_home_party_in_Sarasota,Florida\(9005266839\).jpg](https://commons.wikimedia.org/wiki/File:Tupperware_home_party_in_Sarasota,Florida(9005266839).jpg)
- Jigsaw
 - <https://www.kent.edu/ctl/jigsaw>