# 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, <u>Joe Girard</u>, 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**

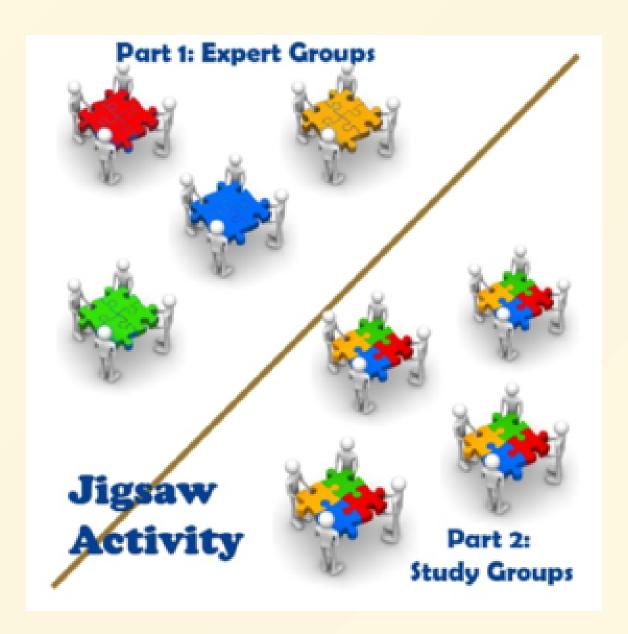
- a study of the Canadian federal elections found that attractive candidates received more than two and a half times as many votes as unattractive candidates.
- A similar effect has been found in hiring situations.
- Good-looking people are likely to receive highly favorable treatment in the legal system.
- 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**

 <u>Jigsaw learning</u> 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 request 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
  - o Is your website beautiful?
  - Studies show that <u>75% of judgments on the credibility of a</u> 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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#### **Images sources**

- Tupperware Party
  - https://commons.wikimedia.org/wiki/File:Tupperware\_party.jpg
  - https://commons.wikimedia.org/wiki/File:Tupperware home par ty in Sarasota, Florida (9005266839).jpg
- Jigsaw
  - https://www.kent.edu/ctl/jigsaw