

Getting Your Message Over

What Would Convince You That
It's Worth Considering
How We Make Decisions?

Convincer Strategies - Introduction

Every day we make a variety of decisions. These vary from the routine, like deciding what to put on, to larger decisions such as buying a new car or a new house.

It is important to us that we make the right decisions. And, that these decisions are arrived at because we are convinced through correctly processing good data.

If we think about how we become convinced - whether it's:

- Something we're thinking about buying
- An idea we hear about
- The honesty of a person or a source of information

We all reach a point after which we can be convinced of something in response to consistent input.

This is very seldom a conscious process. Who say's "I've seen the same information three times in different places from different sources. I think I'll believe that it's true."?

It's probably more likely that we come to accept the information as being fact. How does this happen?

We have two unconscious filters that operate on how we become convinced.

Convincer Channel

What type of information does a person require in order to begin their process of becoming convinced?

We all live in the same world. Yet we experience it differently because we focus on different things and process what our senses tell us in different ways.

We each have preferences or expectations on how things should be presented to us.

What convinces you that something is true?

Do you need to see something? – *I saw it with my own eyes!*

- See it for yourself
- See a picture, photo or video
- Look at a graph

Do you need to hear something? - *Everyone's talking about it!*

- Someone tells you about it?
- A range of people tell you the same thing or something similar.
- Someone tells you about it in a voice that sounds very plausible.

Do you need to read something? – *I've read the reports, it looks good.*

- A report.
- Research findings.
- Statistics and data.
- A written testimonial or appreciative comment.
- An editorial review

Do you need to experience it yourself? – *Ouch, it really is hot!*

- You need to personally experience it.
- See how it feels
- Use it yourself

These options are not exclusive. We are often convinced once we receive information presented through a range of these channels.

However, take a moment; if you were to make a decision which of these channels grabbed your attention?

Stats; Percentage of people with each lead convincer channel¹

See	Hear	Read	Do
55%	30%	3%	12%

¹ Source: Shelle Rose Charvet – Words That Change Minds

Convincer Mode

What has to happen to the information we have received in order for it to trigger a decision or conviction?

Besides how the information is presented, it might be useful to know how we reach a decision point or become convinced. People have a range of preferences in this area as well;

Number of examples - People with this preference need to have the data presented to them a number of times before they will accept its authenticity or become convinced about it.

How many times do you have to be presented with something before you'll believe it, once - twice - five times - ten times - never?

Automatic (First Impressions) - People with this preference need little information; they are very quick to make up their minds. They jump to conclusions and sometimes partially imagine outcomes. Once they have decided they often don't change their minds. When it comes to a positive decision they often give the benefit of the doubt, they are trusting.

Consistent (Never Convinced) - People who are consistent are never completely convinced. There is always an element of doubt in their minds. Every day is a new day and a re-evaluation is required.

Period of time - People with a period of time preference need to gather information for a specific duration before they become convinced.

Stats; Percentage of people with each lead convincer mode

Number of Examples	Automatic	Consistent	Period of Time
52%	8%	15%	25%

Convincer Channel

Name:

How do you know that someone else is
good at their job or what they do?

Convincer Mode

Name:

How many times do you have to (see, hear, read or experience) that, to be convinced that they are good?