

Six Easy Persuasion Tactics You Should be Using

... but probably aren't!

Here are **6 easy persuasion tactics** that you should be using right now! How do you score?

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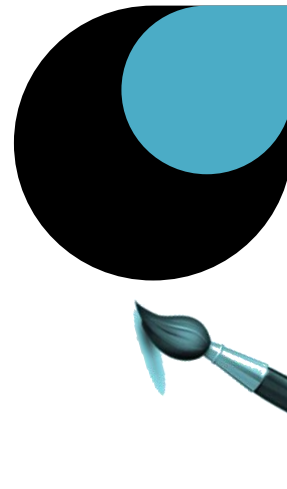
Priming

3.3X More Bottles Of French Wine Were sold by Priming the Customer



Priming is a formidable tactic used by expert marketers. In an experiment conducted by researchers at a supermarket, **3.3X more wine** was sold when the customer was **PRIMED** for purchase. [Read more: http://bit.ly/1w9oQkx](http://bit.ly/1w9oQkx)

Show Your Imperfections



You can increase the attractiveness of YOUR offer by POINTING out **MINOR IMPERFECTIONS**

Would it **SURPRISE** you to learn that small amounts of **NEGATIVE INFORMATION** can actually **BOOST** your prospect's favourable opinion? [Read more: http://bit.ly/1zVUX1V](http://bit.ly/1zVUX1V)

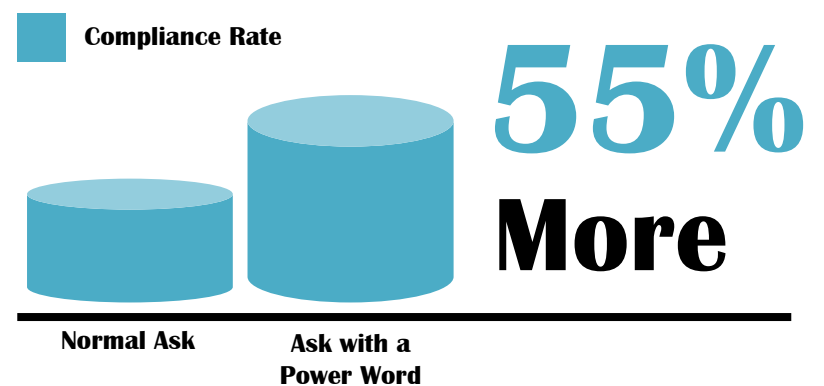
Framing

77% Get People to willingly Pay **77% More with FRAMING**



Your prospect's mind is actively searching for contextual information about value. But because **perceived value and price** are not the same thing, the amount paid **FOR THE SAME** product can swing dramatically as a result. [Read more: http://bit.ly/1zVU1KM](http://bit.ly/1zVU1KM)

Power Words



Your Mind has an **AUTO-RADAR** that IDENTIFIES **SIGNALS** to act upon. By using **POWER WORDS** like this one, you can gain compliance more often. [Read here: http://bit.ly/1B2SmdB](http://bit.ly/1B2SmdB)

Default Options

99.98%

DEFAULT OPTIONS are one of the most **POWERFUL METHODS** to achieve compliance. Here's how some European countries achieved consent rates of **99.98%** on a very critical topic. [Read more: http://bit.ly/1FbLhVr](http://bit.ly/1FbLhVr)

Strategic Story Telling

28X The ORIGINAL COST

Here's how to **USE STORIES** to sell \$128.74 worth of **THRIFT-STORE JUNK** to ecstatic customers who are willing to pay **28X** the original cost! [Read more: http://bit.ly/1FbNslv](http://bit.ly/1FbNslv)

PROFOUND THOUGHTS

“Because the purpose of business is to **CREATE A CUSTOMER**, the business enterprise has two—and only two—basic functions: **MARKETING AND INNOVATION**. Marketing and innovation produce results; **ALL THE REST ARE COSTS**. Marketing is the distinguishing, unique function of the business.”

- Peter F. Drucker

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