

7 Influence Principles and a 7 Step System for Getting Customers

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I've carefully checked this report for accuracy. However, I'm human. I may have made mistakes. If you spot any, [please let me know](#) so that I can fix them in future editions.

The strategies and techniques in this report can be used to attract an enormous amount of customers to a website.

However, what you do with these techniques is up to you. Because I don't know you, don't know your skills and – most important of all - don't know how persistent you'll be, I can't make any guarantees.
Jean-Paul Cortés CPC – of What-is-Coaching.com

There are fundamental principles and methods involved in getting customers. The lack of those fundamentals has been the main trouble of every business.

Without this previous knowledge, you are acting in the dark. Unable to take the next step without stumbling. It is like trying to build a computer without knowing what others had done. It is like trying to find treasure without a map.

You can set out to seek your bounty, but without a map to point the way you will endlessly seek in vain. Never being able to find your loot and seeking always in the wrong place.

If you are to find your customer golden grotto, you need to follow a path laid bare by established principles and proven methods. That is the main purpose here, to gain an understanding of these tested principles and to tell you how to prove them for yourself.

7 Principles For Getting Customers

Can you become a master of persuasion? The answer is yes. Much of the skill and art of successful persuasion can be learned; here are 7 basic principles for influence, found by modern behavioral science, that now shed light on how you can predictably persuade others to act.

1. **Know your customers:** The object of whatever you do in your business boils down to the process of finding a prospect, turning that prospect into a paying customer and then, more importantly, turning that customer into a friend. For this to work, you must first, and always, know **who** your customer is. Getting customers is the art of getting to know the people you are serving, what their needs are and serving those needs to the letter. Success in what you do lies in picturing your customer's side until the end result is to buy.
2. **What your customers are looking for:** Even if you don't recognize it yet, you have something of great value to offer your customers. It's the reason why someone will deal with you over hundreds of others. The reason is self-serving. Whatever you can do, that is of more benefit to your customer's purposes than what they can receive by another, is your unique advantage. Remember, you are in the business of winning friends; people like those who like them and who are like them. Search for what you have in common with your customers and offer genuine and honest praise to them as their trusted friend, and you are bound to be successful in getting customers.
3. **You get what you give:** Your strategy is simple: Give and your customers will give back in return. Generally, a positive attitude begets a positive return in kind. Behavior is influenced by your willingness to go first, as your customers feel compelled to respond reciprocally.

The Importance of A Name

“An advertiser offered a set of books to business men. The advertising was unprofitable, so he consulted another expert. The ads were impressive. The offer seemed attractive. “But,” said the second man, “let us add one little touch which I have found effective. Let us offer to put the buyer's name in gilt lettering on each book.” That was done, and with scarcely another change in the ads they sold some hundreds of thousands of books.”

Scientific Advertising,

Claude Hopkins

4. **Follow the leader:** Humans are all part of social networks; there is no resource more powerful and accessible to influence people, than that of peer pressure. We are always looking to others for insight in how we should think. By ensuring that your customers feel praised, emotionally supported and motivated by their peers, every time they behave in a way you are looking for, you gain advantage of the enormous power of social influence.

In a series of scientific experiments in 1961, Dr. Stanley Milgram uncovered startling discoveries of why human beings place such high regard to the approval of others. He also discovered that to influence a large group of people, you only need focus on a critical one, the **right** one, to exert leverage through social influence.

5. **A clear commitment:** People tend to live up to their word, ever the more so if it is given actively, publicly and voluntarily. If we can manage to gain a public and voluntary commitment from our customers, they will be more inclined to do what we have asked them to do. If this means working with us or buying something from us, provided that what you have to offer is in their best interest (that what you are giving is what they are looking for), you have just set the basis of a profitable long term relationship

6. **You are expert:** People believe in experts; this means that what people end up doing, is directly related to the expertise and authority of who is communicating a message. An expert opinion sways the public's perception of what you have to offer to a great extent. An offer can be greatly increased by the endorsement of authority, which follows that you should, whenever possible, establish your own expertise to exert influence. Making your expertise visible to your audience is therefore one of the first tasks to accomplish.

In a 1998 study published in the *Journal of Applied Psychology*, a series of homeowners were taught about home insulation; half were told that if they fully insulated their homes, they would save a certain amount of money each day. The other half were told that if they don't insulate, they would lose that amount each day. More people insulated their homes based on the latter. Why?

7. **What you have, that I don't have:** It is common knowledge, that as opportunities or things are more scarce, they are perceived to be more valuable. Limited supply, time-sensitive and unique offers, move people to action. Exclusivity, of information and knowledge, commands attention. A person will also go to great lengths to avoid the pain of loss; pointing out what someone stands to lose, should they not take action, is also a great motivator.

A 7 Step System For Getting Customers

These are the 7 steps that you should imprint on your subconscious mind. The secret to sales is in repeating these skills over and over again, until such point that they become second nature. It is by the learning and repetition of these skills through which your own style is born; once they have been recorded to your subconscious memory, you can then become their master.

- 1. Rapport:** Go deep. Real rapport is built on the foundation of care, trust and friendship. When you seek to understand and share in your customer's concerns you will find that you gain more customers in return. When you provide value to your customer, instead of looking for a quick sale, you are returned in kind. Learn the power of asking great questions, of remaining silent, of empathy, care and guidance, and of establishing common ground. The saying "If you want to be interesting, be interested. If you want to be fascinating, be fascinated." is great wisdom.
- 2. Qualifying your buyer:** What do your customer's want? The reason for many unsuccessful ventures is trying to provide people with what they don't want. It is paramount then, to find the needs of your buyer; in learning everything you can about your customer's buying criteria, you gain the position that presents your offer as the most logical choice. In understanding your customer's personal and business goals and their needs, you can provide the best solution over any of the competition.
- 3. Build value and stimulate desire:** Only after having learned your customer's buying criteria, you should start to build value around your offer. This is the art of the presell, everything you've done until this point warms the customer to making a decision, one that is favorable to your offer (which is his want fulfilled). The way to increase desire is by intensifying a customer's need from their perspective, this is what truly motivates a person to take action now. Your customers will be moved to action, if their current situation becomes unacceptable; present the underlying problem and offer the clear solution. People will act faster to solve a problem, than they will to gain an unrealized benefit.

4 Important Questions

If you could look through a realistic telescope into the future, where would you like your business, career or life to be within the next year?

What would achieving this goal mean to you?

How would achieving this goal make you feel?

How do you know when you have reached your goal?

4. **Overcome objections:** There are barriers to buying, you must remove or overcome them if your clients are to buy from you. Find these objections early on, lest you risk losing a sale. What stops your customers from making a decision? That is the main question to answer. When buyers accept that your solution is the most logical, it is because you have removed all doubt. Give them enough information to get action from them.

“You know, if the tables were turned and somebody I didn't know came to me with a proposition – even one that was appealing – I would probably say no in the beginning because I would wonder, “What's the catch? What does he know that I don't?” “But then I'd think about it, and I'd realize, 'he DOES know something I don't He knows how to deliver...and he's willing to do it all for me.”

Jay Abraham

5. **Risk Reversal:** All people hesitate, it is the moment's breath before the deep plunge. Do not abandon your clients to suffer buyer's remorse. Make your offer so compelling and the risk so minimal, that your customers dare not refuse. Hold your customer's safety in high regard, don't offer something that you yourself would not consider buying or untrustworthy.

6. **Closing the sale:** Most people need help to make a decision, uncertainty is the killer of impulse. Once you've done all you can to provide information, ask for a decision in the most respectful way possible. If you believe that what you have to offer is in your customer's best interest, it is your duty to give it to them. Do not fear rejection, do not concern or belittle yourself with uncertainties; now is the time for boldness, ask and you shall receive.

“We learn that cheapness is not a strong appeal. Americans are extravagant. They want bargains but not cheapness. They want to feel that they can afford to eat and have and wear the best. Treat them as if they could not and they resent your attitude.”

Scientific Advertising
Claude Hopkins

7. **Follow up:** Left to their own, customers will waddle off to another pond. Once the sale is closed, do not let your customers forget about you. It costs six times more to get a new customer, than to take care of an existing one. Remember that you are likely a great part of the reason of why someone has bought, would you risk losing an existing relationship with a customer because you failed to follow up with them?