**HOW TO CONVINCE PEOPLE** (according to science)

Marketing and sales are about convincing people you are the best choice for what they need. The best way to do this is to try to understand the other person’s perspective, validate his or her point of view, and then work with them to arrive at a mutually-desired outcome or solution. This more subtle approach is more likely to actually change the person’s mind."

Here are 8 scientifically proven ways to change someone's mind.

1. **Earn Their Trust** In this business, people are looking for honest, affordable experts. You have many platforms to use in this effort. These platforms let you tell people what you do, how you do it and why your way is best for them.
2. **Know Their Influences** Every person you contact has already been influenced by someone else. As much as you possibly can, learn who these influencers are likely to be. Understand how those influencers impacted the person you are in contact with. Be prepared to counter that influence, not by explaining how their influencer was wrong, but with reasonable evidence of how choosing you is right for them.
3. **Cite A Higher Authority** People are usually influenced by someone or something that is widely recognized and respected. Support your marketing by including that recognition and respect in your marketing and sales efforts. If you follow the recommendations of a widely known brand or company, say so. If you are used by a locally known person or company, use that. Use people’s trust in higher authorities to increase their trust in you.
4. **Go Out On A Verbal Limb** "If you are confident in your work, guarantee it. Some people will not risk what they know for what they don’t know. Take the risk out of it. Others see a guarantee as a challenge. Rise up to that challenge to the full extent of your capabilities. CAUTION: Never use a guarantee as a bluff to just get their business. Be ready, willing and able to back it up. It could cement a permanent relationship.
5. **Lead them to the Light** Too often, we tend to tell others what is best for them. Many will resist being told what to do because they have already made the choice that is best for them, based on what they know. Instead of giving them a conclusion, give them new questions. This will give you the opportunity to influence them in ways they haven’t thought of. It will allow you to become the expert. It will allow them to realize the need for change and to take action on their own. And it will let them make their own choice, which will be even stronger than the one they held previously.
6. **Compliment Them** People crave their own self-identity and worth. If you question their choices, you are questioning their judgement. Find things about their choices that you can agree with. Understand the thoughts behind their choices. This makes it more likely for them to consider your perspective when you bring up additional information.
7. **Use Expert Language** You want them to believe you are the expert they need. Use language that demonstrates your expertise. Even if they question some of the words you’re using, you are being regarded as their expert.
8. **Use Examples** People will judge your competencybased on what they see and hear, from you and others. Using examples is a great way to promote your competency. It helps to show your experience, your judgement, and your decision-making ability. Using a “For example” story lets you educate the person on what can happen when something is done a different way, how your recognized the problem, why you choose your way of doing it, and how much your choice improved the result for that customer.