

## LESS IS MORE

# PEOPLE WANT MORE OF THOSE THINGS THEY CAN HAVE LESS OF. ”

Robert. B. Cialdini

A grocery store in California sets up a special display to sell jam. At certain times, the display had six flavours to choose from. At other times, the display had 24 choices. Which display sold most?



### THE DISPLAY WITH 24 CHOICES

No. of people who stopped by: 145  
No. of people who chose a jam: 4



### THE DISPLAY WITH 6 CHOICES

No. of people who stopped by: 104  
No. of people who chose a jam: 31



Give people too much choice and they will choose not to choose.

Source: Iyengar & Lepper (2000)

### USE THE RULE OF THE RARE

- People want more of the things that seem less attainable.
- Focus on the features of your offer that are genuinely unique or rare.
- Limiting the number of options or availability signals scarcity and increases people's motivation to take action.

### USE LOSS NOT GAIN TO PERSUADE OTHERS

- People are generally more likely to take actions to avoid losses than they are to accrue gains.
- Most people find it far more painful to lose £50 than they find it pleasurable to find £50.
- Always communicate the benefits that your audience will potentially lose if they say no to your proposal - as much as what they stand to gain.

### REDUCED CHOICE = INCREASED INFLUENCE

- People can find the decision-making process too difficult and will often disengage if they are offered too many choices.
- Although it appears counterintuitive, you can actually increase your influence by reducing rather than increasing the options you provide.
- When presenting to people who aren't experts limit the choices you offer to three or four.