

MAKING YOUR CASE

HAVING A COMPELLING CASE TO MAKE IS NOT THE SAME AS MAKING A CASE COMPELLINGLY.”

Robert. B. Cialdini



THREE CHARMS; BUT FOUR ALARMS

- If you don't have enough arguments to support your case you risk coming across as half-hearted.
- But too many arguments can actually undermine your success.
- Remember: three claims will charm, but four can alarm!



GET INTRODUCED

- The way you're introduced often matters more than the idea you are introducing.
- Ensure that the people you wish to influence know about your qualifications and experience.
- But avoid coming across like a booster by asking a colleague or another customer to introduce you.

ALWAYS ASK... "COMPARED TO WHAT?"

- People rely on comparisons to determine how attractive an option is.
- What people experience first has an important influence over their evaluation of the next thing they see.
- Be sure to tell people about the alternatives that are not quite right for them, before making your recommendation.

ADMIT YOUR WEAKNESS

Demonstrate trustworthiness by acknowledging a small weakness in your proposal. People are more likely to say 'Yes' to those they see as trustworthy and credible. So admit your weakness at the start of your pitch, not at the end. And immediately counter it with your strongest argument