

USING SIMILARITY

BIRDS OF A FEATHER FLOCK TOGETHER.

PROVERB

PARROT-PHRASING.

When waiting staff were instructed to repeat back customer orders using the exact same words as their customers, tips rose by 70%. Source: Van Baaren, R. B., R. W. Holland, B. Steenaert & A. Van Knippenberg (2003)



HIGHLIGHT SIMILARITIES FIRST

- People prefer to be persuaded by people who *are* like them and who *do* like them.
- People are much more likely to say 'yes' to people with who they share similar backgrounds, experiences and values.
- Look for genuine similarities that you share with someone before you attempt to influence them.

USE THE SAME LANGUAGE

- Demonstrate greater understanding by using the same words that the person you want to influence uses.
- The technique is called 'parrot-phrasing' and it helps create feelings of similarity and understanding.
- Similarity and understanding increases liking and improves your subsequent influence attempts.

THE POWER OF OTHERS

Have you ever joined a queue without knowing if you are in the right line? Or picked the busy restaurant over the empty one?

- When people are uncertain about what to do they look to those around them.
- Use the persuasive power of others by telling people about the actions of others like them.
- Don't make the mistake of using the testimonials you are proudest of. Instead use the testimonials that are most similar to those you are persuading.

