

# Bron & Partners

## training, coaching, consultancy

### Only one sentence to boost sales with 45%

Robert Cialdini is the author of the magnificent book "Influence". In this book he describes 6 ways to influence people. For example '*to buy more*'.

#### **The fear of missing out**

One of the drivers of purchase behavior he describes to be "the fear of missing out on something". The audio company Bose had put out an ad claiming a NEW product line was on the market. result: no response in the market. Nobody bought the new audio-set. Cialdini advised the company to change the word 'NEW' in to the phrase: 'Hear what you have been missing!'. The product line shortly after this change showed a boost of 45%. This result was caused by the sole reason that 'people were afraid they were missing out on something....'.

#### **The big street prize**

In the Netherlands we have a similar example. We have a big lottery where your number is connected with your zip code. When your zip code has been selected, your whole street (same zip code) wins the enormous prize, which could be over € 20 million. But if you yourself did not participate in this lottery and your neighbors did, you win nothing and the street prize is divided by less people. So even more money for your neighbor. It has been researched that after one specific moment the ticket sales boosted enormously. This was after a woman had tried to bring the organizing company to court as she claimed to be heavily damaged as her zip code/ street was the winner of the jackpot while she herself was not a participant. She claimed the abundant behavior of all the (participating) inhabitants of her street made her feel like an incredible loser. Mentally she was destroyed by having missed the big prize. Especially as the neighborhood was celebrating. She claimed she was entitled on a part of the prize after all. She lost the case but as this was on prime time TV news, next month the sales of the tickets had skyrocketed..... People were afraid their neighbors would win the prize and they would miss out.

#### **Not my neighbor!**

In that period a door-to-door salesperson of that same lottery organization wanted to give me a free ticket to join the lottery. I only had to call them to stop being a participant after the drawing. As I was afraid I would forget that and so would become a buyer anyway, I said no to the 'free ticket'. Then he remarked: "OK mister, I understand..... but what if your zip code would be the prizewinner next time..... and your neighbor would get the prize.... how would you feel about that? I was paralyzed as I realized I would feel incredibly lousy. Especially because this time they had come to my house 'to warn me'. I wanted to say NO to this bad way of selling, but I noticed the hesitation in me. I noticed the strength of 'missing out on something'. I said NO but was really really happy the next month's prize was not connected with our zip code...

Richard van Houten