



## **Pre-suasion by Adrian Law**

### Transcription

1

00:00:00,000 --> 00:00:01,490

GOOD MORNING,

2

00:00:01,500 --> 00:00:02,109

ADRIAN HERE.

3

00:00:02,119 --> 00:00:03,940

I HOPE YOU'RE WELL. A COUPLE OF QUICK

4

00:00:03,950 --> 00:00:04,489

THINGS TODAY.

5

00:00:04,500 --> 00:00:05,670

FIRSTLY, APOLOGIES.

6

00:00:05,679 --> 00:00:07,699

I'M IN A HOTEL IN ALBURY.

7

00:00:07,730 --> 00:00:08,949

THERE'S NOT THAT MANY GREAT PLACES TO

8

00:00:08,960 --> 00:00:09,609

SHOOT A VIDEO.

9

00:00:09,619 --> 00:00:10,489

SO HERE I AM,

10

00:00:10,539 --> 00:00:11,470

OUTSIDE MY ROOM,

11

00:00:11,479 --> 00:00:12,270

BASICALLY.

12

00:00:12,529 --> 00:00:15,140

BUT THE SECOND THING IS TODAY I

13

00:00:15,149 --> 00:00:16,649

WANT YOU WITH WHAT I SHARE,

14

00:00:16,659 --> 00:00:18,750

I REALLY WANT YOU TO THINK ABOUT WHAT

15

00:00:18,760 --> 00:00:19,350

I'M SAYING.

16

00:00:19,360 --> 00:00:21,250

I ACTUALLY WANT YOU TO COME UP WITH YOUR

17

00:00:21,260 --> 00:00:22,219

OWN SOLUTIONS.

18

00:00:22,229 --> 00:00:23,200

BECAUSE IF YOU DO THAT,

19

00:00:23,209 --> 00:00:26,069

THEN YOU OWN IT, RATHER THAN ME

20

00:00:26,079 --> 00:00:27,100

SHARING YOU WHAT?

21

00:00:27,110 --> 00:00:29,190

SOME IDEAS OR TIPS COULD BE,

22

00:00:29,200 --> 00:00:30,590

BUT I'M GONNA GIVE YOU THE OUTLINE.

23

00:00:30,600 --> 00:00:32,990

I'M GONNA GIVE YOU THE STRATEGY AND

24

00:00:33,000 --> 00:00:35,388

THEN I WANT YOU TO GET INTO THE DETAIL, OK?

25

00:00:35,389 --> 00:00:36,470

NOW, AS YOU KNOW,

26

00:00:36,479 --> 00:00:40,549

I TALK A LOT ABOUT THE POWER OF PERSUASION

27

00:00:40,560 --> 00:00:43,580

INFLUENCE REALLY, RIGHT? AND EVERYTHING THAT

28

00:00:43,590 --> 00:00:45,659

WE DO EVERY CONVERSATION THAT WE HAVE

29

00:00:45,669 --> 00:00:48,380

WITH OUR CUSTOMERS, WITH OUR PEERS,

30

00:00:48,529 --> 00:00:50,020

IF YOU'RE A MANAGER WATCHING THIS

31

00:00:50,029 --> 00:00:52,270

WITH YOUR STAFF, PARTNERS,

32

00:00:52,279 --> 00:00:52,810

THE WHOLE BIT.

33

00:00:52,819 --> 00:00:54,139

IT'S ALL INFLUENCE.

34

00:00:54,150 --> 00:00:55,770

IT'S ALL PERSUASION.

35

00:00:56,090 --> 00:00:57,790

NOW, I'M CURRENTLY READING A BOOK BY

36

00:00:57,799 --> 00:01:00,449

THE SAME AUTHOR AS "INFLUENCE",

37

00:01:00,450 --> 00:01:02,298

DR. ROBERT CIALDINI.

38

00:01:02,299 --> 00:01:04,889

AND IT'S CALLED PRE-SUASION.

39

00:01:06,180 --> 00:01:07,889

NOT PERSUASION,

40

00:01:08,069 --> 00:01:09,660

BUT PRE-SUASION.

41

00:01:09,779 --> 00:01:10,899

WHAT'S THAT ALL ABOUT?

42

00:01:10,910 --> 00:01:12,610

WELL, TODAY I'M JUST GONNA SCRATCH THE

43

00:01:12,620 --> 00:01:13,319

SURFACE WITH YOU.

44

00:01:13,330 --> 00:01:15,150

THIS IS STUFF THAT I'VE STUDIED AND

45

00:01:15,160 --> 00:01:17,550

AND PRACTISED AND TEACH FOR A LONG TIME.

46

00:01:17,589 --> 00:01:18,970

BUT HE'S GOING INTO A DEEPER LEVEL,

47

00:01:18,980 --> 00:01:20,569

SO I'LL GIVE YOU A COUPLE OF EXAMPLES.

48

00:01:20,650 --> 00:01:25,730

PRESUASION IS WHAT HAPPENS BEFORE WE

49

00:01:25,739 --> 00:01:29,889

WE SPEAK BEFORE WE DO WHAT WE DO BEFORE

50

00:01:29,900 --> 00:01:30,919

OUR ACTIONS AND SO FORTH.

51

00:01:30,930 --> 00:01:32,400

SO FOR EXAMPLE,

52

00:01:32,410 --> 00:01:34,519

I SAW THE OTHER DAY IN A SHOPPING CENTRE

53

00:01:34,769 --> 00:01:35,349

THERE WAS THIS,



54

00:01:35,360 --> 00:01:35,559

YOU KNOW,

55

00:01:35,569 --> 00:01:37,639

THESE BUBBLE ICED TEA PLACES THAT ARE

56

00:01:37,650 --> 00:01:39,769

PRETTY POPULAR AT THE MOMENT NOW,

57

00:01:39,779 --> 00:01:41,800

THIS PARTICULAR PLACE HAD,

58

00:01:42,239 --> 00:01:44,169

IF YOU CAN PICTURE FROM THE CEILING,

59

00:01:44,190 --> 00:01:46,000

IT WAS LIKE REALLY THICK,

60

00:01:46,010 --> 00:01:48,349

HUMONGOUS COTTON WOOL BUDS.

61

00:01:48,360 --> 00:01:50,690

IT LOOKED EXACTLY LIKE CLOUDS AND THERE

62

00:01:50,699 --> 00:01:51,669

WAS HEAPS OF THEM.

63

00:01:52,040 --> 00:01:53,900

BUT YOU JUST LOOKED AT IT AND YOU FELT

64

00:01:53,910 --> 00:01:55,480

RELAXED, LIKE YOU WANTED TO GO IN THERE

65

00:01:55,489 --> 00:01:56,540

JUST TO CHILL OUT.

66

00:01:56,860 --> 00:01:58,089

SO THAT'S PRE-SUASION.

67

00:01:58,819 --> 00:02:01,309

THEY'RE SETTING THE SCENE FOR HOW THEY

68

00:02:01,319 --> 00:02:02,139

WANT YOU TO FEEL.

69

00:02:02,150 --> 00:02:03,410

THINK ABOUT A CAR AD,

70

00:02:03,610 --> 00:02:03,940

YOU KNOW,

71

00:02:03,949 --> 00:02:05,440

IF IT'S MOUNTAINOUS

72

00:02:05,449 --> 00:02:07,029

DRIVING, FOR EXAMPLE,

73

00:02:07,040 --> 00:02:09,342

PERHAPS THE PRESUASION IS

74

00:02:09,343 --> 00:02:11,089

"HEY, YOU BUY OUR CAR,

75

00:02:11,149 --> 00:02:13,487

YOU'RE GONNA HAVE A MORE ADVENTUROUS FUN LIFE."

76

00:02:13,488 --> 00:02:14,770

THAT'S PRE-SUASION.

77

00:02:15,970 --> 00:02:16,589

NOW THE AUTHOR,

78

00:02:16,600 --> 00:02:17,399

ROBERT CIALDINI,

79

00:02:17,410 --> 00:02:20,529

HE SAT IN WITH SOME SALES PEOPLE,

80

00:02:20,559 --> 00:02:22,830

AS THEY WERE GOING OUT AND THIS

81

00:02:22,839 --> 00:02:25,399

PARTICULAR EXAMPLE WAS WITH INSURANCE.

82

00:02:25,410 --> 00:02:26,949

AND IT WAS IN PEOPLE'S HOMES.

83

00:02:27,240 --> 00:02:29,020

AND INTERESTINGLY ENOUGH,

84

00:02:29,029 --> 00:02:31,470

THERE WAS ONE MAN WHOSE SALES WERE DOUBLE

85

00:02:31,479 --> 00:02:34,059

OF EVERYBODY ELSE IN THE TEAM, CONSISTENTLY.

86

00:02:34,419 --> 00:02:37,009

AND WHEN HE SHADOWED HIM AND THE OTHER

87

00:02:37,020 --> 00:02:38,059

SALES PEOPLE,

88

00:02:38,070 --> 00:02:40,740

THEY ALL FOLLOWED THE SAME SALES PROCESS.

89

00:02:40,750 --> 00:02:42,309

EVEN THE BEST PERSON DID EXACTLY THE

90

00:02:42,320 --> 00:02:44,559

SAME. BUT THERE WAS ONE DIFFERENCE.

91

00:02:44,949 --> 00:02:46,440

AND IF YOU CAN PICTURE THIS,

92

00:02:46,449 --> 00:02:48,820

HE'S IN SOMEBODY'S HOME AND WHAT HE

93

00:02:48,830 --> 00:02:49,339

WOULD DO,

94

00:02:49,350 --> 00:02:51,559

HE WOULD ACT DUMB ON PURPOSE.

95

00:02:51,570 --> 00:02:52,580

I DO THAT NATURALLY,

96

00:02:53,369 --> 00:02:55,220

BUT HE WOULD ACT DUMB AND HE WOULD PRETEND

97

00:02:55,229 --> 00:02:57,050

THAT HE'D FORGOTTEN SOMETHING AND LEFT

98

00:02:57,059 --> 00:02:58,020

IT IN HIS CAR.

99

00:02:58,509 --> 00:03:00,669

AND HE'D BE SITTING THERE IN,

100

00:03:00,679 --> 00:03:01,220

LET'S SAY,

101

00:03:01,229 --> 00:03:03,149

THE KITCHEN AT THE KITCHEN TABLE WITH

102

00:03:03,160 --> 00:03:04,360

MR AND MRS JONES,

103

00:03:04,369 --> 00:03:04,720

AND HE'D SAY,

104

00:03:04,729 --> 00:03:07,089

"OH, I NEED TO GET SOMETHING THAT'S REALLY

105

00:03:07,100 --> 00:03:08,979

IMPORTANT TO SHOW YOU TO MY CAR.

106

00:03:09,350 --> 00:03:11,570

DO YOU MIND IF I LET MYSELF OUT?

107

00:03:11,699 --> 00:03:13,919

OUT OF YOUR HOME AND BACK INTO YOUR



108

00:03:13,929 --> 00:03:15,628

HOME, MRS. JONES?"

109

00:03:15,629 --> 00:03:17,539

AND THEY WOULD ALWAYS SAY YES,

110

00:03:17,550 --> 00:03:18,619

IN FACT, OCCASIONALLY,

111

00:03:18,630 --> 00:03:20,279

SOMETIMES THEY HAD TO GIVE HIM A KEY

112

00:03:20,289 --> 00:03:21,279

TO GET BACK IN.

113

00:03:21,630 --> 00:03:23,699

NOW, IF YOU'RE LETTING SOMEONE OUT

114

00:03:23,710 --> 00:03:25,970

AND BACK IN YOUR HOME AND THE NEXT LEVEL

115

00:03:25,979 --> 00:03:27,800

GIVING THEM A KEY TO YOUR HOME.

116

00:03:28,029 --> 00:03:30,339

WHAT DO YOU TEND TO HAVE WITH THAT PERSON?

117

00:03:30,990 --> 00:03:32,691

TRUST.

118

00:03:32,692 --> 00:03:34,019

INTERESTING.

119

00:03:34,020 --> 00:03:35,300

DOUBLE THE SALES.

120

00:03:35,309 --> 00:03:36,679

NOTHING ELSE WAS DIFFERENT.

121

00:03:36,690 --> 00:03:37,669

AND IT WAS A TEST.

122

00:03:37,679 --> 00:03:40,279

HE WAS TESTING TO SEE IF HE HAD TRUST.

123

00:03:40,289 --> 00:03:41,860

AND IF THEY WOULDN'T ALLOW THAT TO

124

00:03:41,869 --> 00:03:44,690

HAPPEN, THEN HE WOULD CONTINUE BUILDING RAPPOR.

125

00:03:45,449 --> 00:03:46,789

SECOND EXAMPLE.

126

00:03:46,800 --> 00:03:48,320

SOMETHING A BIT CLOSER TO HOME.

127

00:03:48,330 --> 00:03:49,740

MY PARTNER,

128

00:03:49,750 --> 00:03:51,260

HER NAME'S SHAMALA

129

00:03:51,279 --> 00:03:54,080

AND SHE RECENTLY WANTED TO HIRE A

130

00:03:54,089 --> 00:03:55,460

NEW REAL ESTATE AGENT.

131

00:03:55,839 --> 00:03:57,860

AND SHE HAD THREE DIFFERENT PEOPLE COME

132

00:03:57,869 --> 00:03:59,240

HOME.

133

00:03:59,250 --> 00:04:02,300

OVER TO HER HOME, RATHER. AND TWO OF

134

00:04:02,309 --> 00:04:04,940

THEM STRAIGHT AWAY GOT OUT THE PAPERWORK SAID,

135

00:04:04,949 --> 00:04:05,850

THIS IS OUR FEES.

136

00:04:05,860 --> 00:04:08,110

THIS IS WHAT WE CHARGE WENT THROUGH ALL

137

00:04:08,119 --> 00:04:08,550

THE YOU KNOW,

138

00:04:08,559 --> 00:04:09,779

THE FORMALITIES.

139

00:04:10,020 --> 00:04:12,570

BUT THE THIRD ONE WAS A BUBBLY LADY

140

00:04:12,580 --> 00:04:13,830

THAT CAME IN AND SAID,

141

00:04:13,839 --> 00:04:14,429

"OH MY GOD,"

142

00:04:14,440 --> 00:04:15,809

"I LOVE YOUR HOME!" SHE GOES,

143

00:04:15,820 --> 00:04:17,968

"OH, I'VE GOT THOSE LAMPS EXACTLY THE SAME."

144

00:04:17,969 --> 00:04:20,339

AND SHE SAW THE CHILDREN'S BEDROOM

145

00:04:20,549 --> 00:04:20,929

AND SHE SAID,

146

00:04:20,940 --> 00:04:21,700

"YOU GOT KIDS!"

147

00:04:21,709 --> 00:04:22,450

"HOW OLD ARE YOUR KIDS?"

148

00:04:22,459 --> 00:04:23,209

"WHAT'S THEIR NAMES?"

149

00:04:23,220 --> 00:04:24,489

ALL THIS KIND OF STUFF.

150

00:04:24,679 --> 00:04:28,609

PRESUASION. WHO DID SHAMALA GO WITH?

151

00:04:28,619 --> 00:04:29,809

THE LADY. WHY?

152

00:04:29,820 --> 00:04:31,260

BECAUSE SHE FELT COMFORTABLE.

153

00:04:31,269 --> 00:04:33,100

IT WASN'T JUST ABOUT BUSINESS.

154

00:04:33,709 --> 00:04:34,940

SO THINK FOR YOURSELF.

155

00:04:34,950 --> 00:04:39,739

HOW CAN YOU BUILD TRUST WITH YOUR CLIENTS

156

00:04:39,750 --> 00:04:41,279

MORE THAN YOU CURRENTLY DO?

157

00:04:41,709 --> 00:04:42,339

WHAT IS IT?

158

00:04:42,350 --> 00:04:45,079

IS IT GETTING THEIR PHONE NUMBER?

159

00:04:45,089 --> 00:04:47,686

IS IT GETTING THEM TO DO SOMETHING FOR YOU?

160

00:04:48,889 --> 00:04:49,630

THINK ABOUT IT.

161

00:04:49,640 --> 00:04:52,109

I WANT YOU TO BRAINSTORM THIS CAUSE PRE-SUASION



162

00:04:52,119 --> 00:04:52,989

IS SUPER,

163

00:04:53,000 --> 00:04:54,109

SUPER POWERFUL.

164

00:04:54,119 --> 00:04:56,220

IT'S SELLING WITHOUT SELLING.

165

00:04:56,470 --> 00:04:58,130

AND WE'RE GONNA GO A LOT DEEPER INTO

166

00:04:58,140 --> 00:04:59,769

THIS TOPIC WHEN WE NEXT MEET.

167

00:04:59,829 --> 00:05:01,299

RIGHT. ENJOY YOUR DAY.

168

00:05:01,350 --> 00:05:02,570

I WILL SPEAK TO YOU VERY SOON.

169

00:05:02,579 --> 00:05:03,130

BYE FOR NOW.