

Hidden Motive

A Preliminary Report

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Hidden Motive - a Preliminary Report

One should not be too straightforward. Go and see the forest. The straight trees are cut down, the crooked ones are left standing. Chanaka – 4th Century, B.C.

One of the things that I want to share with you today is "the hidden motive". Could it be that having a hidden motive is the best way to sell?

(Hidden is defined as undisclosed, concealed, covert, secret)

If we compare "the hidden motive" to bluntly stating what we want -- then the answer is **YES**.

Does the use of presupposition persuasion language qualify as a hidden motive? Do the use of demos, and framing qualify as hidden motive? Absolutely yes!

Here are some common techniques -- ways in which motives are hidden...

- spinning a viewpoint in response to an event - has become an entire discipline in politics
- free seminars or very low cost seminars that are nothing but a pitch
- product demonstrations
- free consultations
- having a moral to a story
- products being prominently placed in television shows or movies
- buzz marketing - planting people in bars, extreme sports events to rave about a new drink
- free draws and contests

These are all examples of hidden motive.

What is persuasion? How does this relate to the masking of our intention when we persuade?

If you were to survey people on how they would prefer to be treated, they may well say that they want you to simply tell them what you want, and to be blunt and honest and they'll consider your request and make a decision.

Here are a couple examples of this:

- Try telling a woman within the first five minutes of meeting her, that you find her very attractive and tell her exactly what you might be thinking that you'd like to do with her should the relationship proceed. (This is pretty much a guaranteed strategy of going date-less for a long time!)
- Try approaching a potential client and tell them what you're selling and that you'd like them to buy your biggest package so that you will earn more money.

Obviously, these things are obviously foolish to you, even not having been in my program. From the persuaders point of view, these do not work well! But it's useful to think about and understand.

Since people don't necessarily want to be told the truth, bluntly -- right up front, what do they want?

Today, people for the most part won't admit that what they really want is indirect communication. Many cultures consider it an insult to speak to someone directly – and to this day, the Japanese are still uncomfortable with people being too direct or assertive.

This is to say that while people say they want direct, honest communication -- they don't respond favorably when you use it. What they really want is something that lets them come to the point on their own – something more indirect.

- Doctor H. Spencer Lewis, in his book *Mental Poisoning*, wrote: "*Psychology teaches us that the only successful way by which to make another mind or a strange mind obey a wish of our own mind is to present that command or desire in such a subtle manner that it will be either unconsciously or willingly accepted by the other mind and acted upon with cooperation before it has time to analyze it and resent it. But the instinct to resent a direct command is always present, and this natural and normal resentment must be overcome if we would have other persons do our bidding.*"

***A Major Premise that I've been working with for a very long time is that if persuasion is undetectable it will elicit no resistance.

Now concurrent with the power of this "hidden" approach is the growing distrust of sales pitches and what has been termed the sinister attribution factor. Consumers have a growing skepticism and reluctance to trust marketing and sales agents.

We are all being bombarded with an avalanche of messages to buy

something. As the effect of the messages has decreased, companies have been funding more and more research into what works; and why, when and where it works.

Just like we have a serious problem with bacteria becoming resistant to over-used anti-bacterial agents, people have become resistant to all the old slick persuasion methods. Much of this is also attributable to how much media we consume and the aging of the population. We've seen it, and learned from it already!

This appears as an over-reaction to both the bombardment of ads and all the old style sales training techniques used on us. Some people are even becoming irrationally distrusting. They might simply not believe a word that you as a sales person or persuader might say. This is where framing and authority are key.

People are increasingly suspicious of behavior they encounter in the marketplace. In experiments conducted at the University of British Columbia, it was shown that this is happening automatically - without the client being aware that they are biased in this way to "some" sales presentations!

People used factors in the situation to decide if a certain action was authentic or was a thinly veiled attempt to gain an advantage in the process. Even more interesting was that people are becoming likely to judge that an action was the thinly veiled attempt to manipulate - even without evidence to back it up.

The key is whenever there is doubt about the motivations of a certain behavior, people will now default to being suspicious. And resistant. I bet you've experienced it - from both sides of the persuasion table!

When a hidden or ulterior motive is accessible, (you made it obvious) people will use what they know about persuasion to evaluate the salesperson. When a hidden motive is less accessible, people are more likely to evaluate the salesperson as sincere.

So simple attempts at persuasion such as flattery, using the persons name over and over, or offering coffee as part of your prepared script, are more likely to trigger this irrational distrust.

They can detect the environment that they are in -- for example, that they are in a sales presentation situation. And that raises resistance.

Presuppositions are an important tool to get people to come to conclusions that we want them to have. But there is a far more powerful tool.

What techniques can we use to get those that we are persuading to conclude what we want them to conclude? We need to communicate directly to their subconscious mind – using strategies that appeal to them to come to the conclusion that we indirectly point to (using any of the 8 strategies you'll learn at Beyond Sales Training: Double Helix – the DNA of Persuasion Decoded). We seek to enter into their automated decision process - where it's just "click - whirrr" and they come up with an answer/ conclusion.

Here are some of the tools just to help stimulate your thinking (but in Beyond Sales Training: Double Helix – the DNA of Persuasion Decoded – you will learn FAR and away the most powerful tools for doing this) – but here are a few to get your thinking started:

- Good movies and effective persuasion have a lot in common. It's all illusion. Whatever you want them to see, they see.
- When we create a persuasive narrative from facts, figures and detail, we are best received if we follow the norm of the culture we are submerged in. Cognitive styles - how people make sense of your communication changes from one particular social and cultural context to another. They also evolve throughout history - what worked years ago, no longer does. Your persuasion must fit your context, location and time.
- To effectively persuade people requires gaining control over reality. The reality that counts for persuasion is the one that people carry around pre-built, in their heads: and this is from popular images, stock stories and character types, the familiar plot lines and recurring scenarios.
- Source Credibility - a trust in authority is deeply programmed into social beings - understanding authority and how to convey it instantly is important to persuasion. This is a changing target - it moves with the times and with the changes in society; ask a politician...
- Verbal pacing and leading: A sophisticated method of associating things that **are** true with things that you'd like people to believe are true. A technique that enables you to eliminate disagreement and get others to agree with you as a natural consequence of listening to what you are saying.
- Framing and reframing: Say You've been looking at how much you spend on Cable TV and the lack of good programs. And as you consider that, you reflect how much you enjoy a good movie. There never seems to be good

movies readily available on Cable and going to the Video store is time consuming, inconvenient and expensive... But there are DVD services online that offer great selection, convenience and good value. So you sign up.

The frame starts as do you need or not need Cable TV. And then you internally reframe it to Cable versus Good Movies. And you find there are no good reasons to not enjoy movies if your criteria are met. Once that is done, Netflix or GreenCine own you! Any consideration of the relative value of entertainment (there is good and bad TV; there are good and bad movies – both are time wasters or educational based on your choices) has disappeared with the reframe.

But let me tell you right now, this training is not a “rehashing” of Cialdini’s or NLP’s influence skills. Yes, you will learn how to employ these but in a far more sophisticated way than you can imagine.

You’ll learn how to use the above strategies to weave magic in the minds of your listeners.

For more information, Click Here: <http://www.DNA-of-Persuasion.com>