Parthiv Shah 0:06

Begin, good morning, good evening. To India. Shai Hind, namaste. My name is parthen Shah. I'm the owner of elonches.com and dental growth machine. I am your co host with Doctor Anisa Holmes. She will be here shortly, in about an hour, or between one and two hours, she will be joining us right now. I have the privilege of Doctor Chris Phelps and Doctor Robert Cialdini on stage, and I would like to allow Doctor Phelps to introduce himself, introduce Doctor ciardini and introduce the Cialdini Institute. Like a good student, I'm going to mute myself and listen, gentlemen, it's a privilege to have you and thank you for being here.

Dr. Chris Phelps 1:07

Thank you. Parthiv, welcome everyone. I'm going to introduce Dr Cialdini in a second, and I'm going to do that by showing you a video. So let me queue this thing up. I just checking party. Can you see my slide? Okay, hopefully, I mean, yeah, all right, good.

Dr. Robert Cialdini 1:32

We have become the single most uncertain environment in the history of our planet. How do we persuade people? How do we motivate people to move in our direction? How do you optimize the delivery of your case? What do you put into your message to get people to be more likely to say yes to it? I

Dr. Robert Cialdini 2:14

if you can just change a word, or you can just change the order in which you present two words or the phrasing of how you characterize your case, that's all a small change that produces big effects. There's a great return on investment. It's not a financial investment, it's an investment of your time and energy, and you need that. You need that in your information overloaded, stimulus saturated environments, you need to have those things that give you the biggest impact, that will lead to the greatest persuasive success.

Dr. Chris Phelps 3:02

I love that video. Welcome everyone. I'm Dr, Chris Phelps, as part thief said, and we are extremely honored to have the godfather of influence himself here. Dr, Robert Cialdini, Good morning, sir. How are you doing?

Unknown Speaker 3:16 I'm Well, Chris,

Dr. Chris Phelps 3:18

fantastic. Thank you for being here with us. You know, I love that one little phrase in there about the small bigs, because that's what this is today. This is a small presentation, if you will, a very short but concise presentation, but can have a huge impact, a big impact on your life, your professional life, your personal life, and whatnot. And so when it comes to this idea of persuasion and influence, people often get confused by the term. So to you, what is your definition of influence? Well,

Dr. Robert Cialdini 3:52

for me, influence means change. That can be change in an attitude or belief or perception or a behavior, but in all instances, we can't lay claim to influence until we can demonstrate that we've changed someone in our direction and our priority in the materials that we teach is behavior. I mean, we can change attitudes, we can change feelings, we can change opinions or perceptions. But it seems to me, we do that in the service of changing the behavior of the people that we are trying to to move in our direction so we we focus on behavior change as the gold standard, the thing that we measure our success by

Unknown Speaker 4:49

nice And to you who has influence?

Dr. Robert Cialdini 4:52

Well, you know, we all have the potential to be influential, although some of us. Make more use of it than others, and those who do use it best, I think, do so through the process of persuasion. There are other ways to influence people. We

can, we can. We can give them financial reasons for moving in our direction by giving them very favorable pricing or discounts or rebates of one sort or another, if it's our our team, we can do it by ordering them to change all of those work, but they have costs on the financial side. Those are expensive methods for changing people to to give them a very favorable pricing, options, rebates, deep or these kinds of of options and on the and on on the team side there, it's also costly in terms of social capital, not just financial capital, to push people or coerce them or order them into change. So for me, the optimizers of influence are people who use the process of persuasion, ethical persuasion, where they simply characterize their the case that they want to make in ways that move people without cost, except for changing a few words, perhaps in the way we characterize or deliver the merits of our case. So for me, we all have the potential, but there are some of us who do it better than others. That

Dr. Chris Phelps 6:59

much is for sure. You know, I've told the story about my brother in law growing up, and how he was always the number one sales guy and all of the different businesses that he was in. And always used to, I used to marvel at him like, you know, why is he so good? And so, you know, for those of us that aren't naturally, instinctively tapping into these principles, can the rest of us get this? Can we? Can we learn this stuff?

Dr. Robert Cialdini 7:21

Absolutely. You know, for for centuries, we thought of persuasion as an art, something that certain gifted individuals had to be able to say the right thing at exactly the right time. And those people do exist like your brother or just have an inborn recognition of the book, the buttons to push this, the the levers, the strings to strum inside people that resonate with change, with their desire to move in our direction. Those people exist. But what about the rest of us. Fortunately, new research has shown that persuasion is not just an art, it's also a science. It allows people who understand what the factors are that move people in our direction and how to employ those factors. It shows them that, by that knowledge of the scientific approach to persuasion, the systematic and and a research based approach to persuasion, we can be as effective as those, those inborn persuasion artists that we all admire, we can be As persuasive, if not more, because we have the power of science behind us that shows us exactly what to do and exactly when to do it right and and that's what we try to teach, that the science, everything that we talk about in terms of conclusions we draw from people about how to be more influential, how to be more persuasive, is based on properly conducted, soundly controlled behavioral science research into what causes people to say yes. So we talk about tests, studies that were done that show that if you make your case this way, you get this many people to say yes to you. If you make the same case with the same features, the same merits this way. Now you get this many people to say yes to you, and if we understand what that is, we become able to move people in our direction in entirely ethical ways by. Simply following what the research shows informs people into Yes, educates them into ascent with us. Yes,

Dr. Chris Phelps 10:10

nice, and when it comes to the scientific approach and leveraging this persuasion principles, do you have any specifics on how we can do that for us?

Dr. Robert Cialdini 10:22

Well, yes, it involves harnessing one or another of the seven universal principles of influence, which my research suggests lead people to say yes significantly more frequently if one or another of those principles is embedded in our message, in our communication, asking for change. And you know, I see that you have behind me, the book Influence, behind you the book Influence. So I put each of those seven principles in the book, one to a chapter, and I talk about how powerful they are and when, what circumstances you can maximize their power. And that book has been very good to me. I have to say, it sold more copies than I could have sensibly imagined when I first wrote it in multiple languages. We're now up to 50, by the way, with the latest adoption. And in fact, I have a colleague in Poland, Professor Lynn Voss, who said to me once, she said, you know, Robert, your book Influence is so famous in Poland, my students think you're dead, which I thought was a sobering yet affirming comment. It meant that these universal principles are indeed universal across cultures, across populations, across situations where people have found them to be worthy of a book that they would want to take in and read. So let's talk about those seven principles and how and take, for example, one of the things that you mentioned that was in the in that that brief video that you showed the idea of the small, big. The question that I recognized people wanted me to answer the most whenever I presented these principles was, well, what's the smallest thing we can do to harness the power of one of these universal forces for change. What's the smallest change I can make in my persuasive approach that produces the biggest change in my persuasive success? So what I'll

do when I present these principles to you today is include an example, one example of a small, big for each of them, right? So let's begin with the principle of reciprocation, or reciprocity, which exists in all human culture. It's it involves a rule that we are all taught to live by in every nation. Right? This rule says we are obligated to give back to others who have first given to us. If you invite me to a party, I I should invite you to one of mine. That's the that's the social norm. If you remember my birthday with a gift, I should remember yours with a gift. We're taught that you must not take without giving in return. Right, in every culture and in every language, we have very nasty names for people who violate that rule, who take from us and then don't give back right when we need something from them. In I know in English, we call them moochers or takers or spongers or in grades or teenagers actually, and nobody wants to be labeled with those words. So people, if we go first, if we provide benefits, genuine advantages, genuine ways for them to increase their out. Outcomes in a situation, or to to give them services or gifts of one sort or another, they will walk they will be readied for us if we need something from them, or make an appeal for them to move in our direction, to want to say yes, out of gratitude for what we've already done, or obligation by this rule. Let me give you an example from here in the US, actually wasn't in the US, it was in the countries of Colombia and Brazil and the and McDonald's franchise, uh locations in those two countries where researchers did a experiment for one week, every family that came into that location, the Kids each got a balloon as a nice gift. Half of them got the balloon as they were leaving, the other half as a nice thank you the way we often do right as after people have been our customers or clients, that you know, we give them something as a nice thank you for for their for their business. The other half got the balloon as they were entering. That second group of families bought 25% more food, and it was the same balloon. When do you present it? We make the mistake of not giving first. Very often, we wait for a contract to be signed, and then we give people something very nice in return. Sometimes our our services, we wait for an agreement to become no give, first give first, right? It's the same amount, but it produces this great sense of, Well, it's my turn now to give back. Think about how giving something at the at at the end of an exchange closes that exchange. Thank you very much. Goodbye, giving that same thing at the beginning of an exchange opens that exchange. Now it, it opens a relationship. It doesn't end it, it opens it to the next move, which is the person who receives the gift, favor or true benefit. It has to be something that's a true benefit. The nice thing about the rule is that it doesn't have to be material. It doesn't have to be a balloon. It doesn't have to be anything that's costly. It can be, for example, information. If we give people information, let's say we have a lot of dentists in the audience. If we were to give people as they entered a tip sheet of how to best protect themselves and their family from dental problems. This seems to be against our own interests, right? But we want it's it. We want them to have a good outcome. Here are the the five mistakes you want to avoid, or here are the top five tips for ensuring the greatest outcomes from your dental routine, right? These kinds of things, doesn't cost us anything. We give it to people, and now we have increased their outcomes for their dental health costlessly, yeah, and they will feel it right. So, for example. So here's, here's another, besides just giving information, which is costless, on a little card that they can take with them, put on their refrigerator or in their on their bathroom, a mirror, whatever, we can also give them effort, because that means that they will want to give us effort in return. Here's the best study. I know very often we do things that people don't recognize have involved a lot of effort, because we feel uncomfortable telling them about that right?

What we've all all gone, we've gone through to get them to a particular choice point. So here's a study that was done in

the UK from an office that. Who tries to find jobs for people who are currently on

Dr. Robert Cialdini 20:06

benefits, government benefits, who don't have a job and are being paid government benefits while they're while they're unemployed. So what they would do is sign up these people for interviews with potential employers, and ask those people to go to those interviews. Well, some of these people liked being jobless. They liked being unemployed and just getting the benefits from the government, and they wouldn't show up for their interviews. So what these what these individuals did, after looking at the research on reciprocation, is tell them the effort that they went through to get them the interview session. So here's the situation, Chris, I took a look at your your resume and your background, and I called my contact at x and y industries and said, What do you have available for that sort of person? And she said, Let me contact x. Let me contact Clive who would be able to answer that. Clive then called somebody who would be in the position of needing somebody to help. They contacted me, and I set up this time for you, which they always did anyway, they got significantly more people showing up. Because the Rule of Reciprocity is that if you go to lengths to benefit me, I am obligated to go to to put out the effort in return. So we often have the Rule of Reciprocity available to us just in terms of the efforts or steps that we've taken to get people to a particular choice point, they don't know it because we don't tell them what. That's a small, big, that's a small, big. Okay, so that's the rule of reciprocation. The next rule that we are the principle of influence, is scarcity. Nobody will be surprised to know that people prefer and are attracted to those opportunities that are scarce, rare or dwindling in availability to them. You know the acronym FOMO Fear Of

Missing Out it it captures all of us, because there's research to show that human motivation is is activated and stimulated more by the thought of losing something of value than gaining that very same thing. So let's take a unit of value, $1 the great behavioral economist Daniel Kahneman won the Nobel Prize in Economics for something he called Prospect Theory, where he showed that the prospects of losing $1 were twice as motivating of people to move in a particular direction to avoid that then the prospects of obtaining that dollar, which motivated people to seize it, to take steps To seize it. Right? So here was a study that that validated what he was saying. Researchers went to a certain neighborhoods proposing to those people that they would install household insulation and weather stripping that would save them money on their power bills, their monthly utility bills, and for half of them, they were told, if you, if you install our package insulation package, you will gain, that is, you will save $1 a day every day. That was for half of them. The other half, we're told, if you don't install this package, you will lose $1 a day every day. I Can you feel the difference, I can, and so did those homeowners, because 250 more percent of people bought the the insulation package under the.

Single word, loss versus gain, that's a small, big we can honestly tell people not just what they will gain if they take our recommendations, what they will miss, what they will forgo, what they will lose if they don't now, that's not unethical. That's simply honestly giving people evidence of what they want. Research shows, for example, that when making a decision managers in corporate settings want information when making a choice about what the possible losses would be if that choice went bad, more than they want information about the possible gains that they want. People want to know what they stand to lose. That's why they're so sensitive to it, because loss reigns in our hierarchy above gains. So that's a simple thing we can do. In that instance, honestly tell people what the downside will be, and it doesn't have to be a scare tactic at all, right. So, for example, I helped the company, the Bose acoustics company, to change an ad that they had for a new product, and it said at the top new here's the new Bose wave music system, and you will get new features, new efficiency, new opportunity, new new quality and so on. And it wasn't being successful, right? We changed the ad only at the top. Instead of saying New, we said, Hear what you've been missing, and we got a 45% increase in sales. So that's not a coercive scare tactic. It just tells people, honestly, you don't want to lose this. This isn't something we would want to see you miss because of all the advantages and benefits and features and so on that that were in the ad. Just simply moving from telling people, Look, this will allow you to gain these features. We can still talk about advantages and benefits, but just make sure we say, I would hate for you to lose these benefits. That's a relationship based I care about your outcomes. I would, I would hate for you to be with without these decades. So that's the principle of scarcity. Next principle, it's the principle of authority that says people will be most persuaded by you when you when they see you as having knowledge and credibility on a topic. And I see behind you you have diplomas, right? Exactly what you should be presenting, right? That kind of thing in yourself. You have that knowledge. You have that so that should be in every examination, in every room, there should be a copy of your diplomas. And not only that, the diplomas and awards of your team, the certifications of your team, because they deal with your team before they deal with you, and they want to be comforted in knowing that the people that they're dealing with At any stage of the process are properly informed and certified to be in that situation. We did this a study in the Phoenix, Arizona area, where I live, with a hospital that was having problems with stroke patients who, after they were released from the hospital, were given a series of exercises to do at home to increase the range of motion and flexibility and strength of the afflicted. Lynn, right, and a lot of them weren't doing their exercises at home. When they come back for checkups, you could see that their weaknesses were still there because and they weren't. And so the because they weren't doing their exercise. So they asked us to come in and interview those people and find out what the problem was. Why weren't you doing these exercises? They're in your best interest. Well, the exercises were you. They were tedious, sometimes they were painful, but a lot of the time, it reminded them of their affliction. It reminded them in ways that were unpleasant to them, that they had these this, this disorder, this, this damaged neurological system and motoric system, so they didn't like to do them alright. And we said, Well, why? But the authorities are, I mean, the people in in, in the know, are telling you to do it. And they said, Actually, our doctors didn't tell us to do it. It was the it was the people in the physical therapy unit who were urging us to do this, who gave us this list. We didn't know what their background was or authority, so all we did was to in the physical therapy labs where they were, we would come and do they would do exercises while they were still in the hospital. We put up all their diplomas, all their awards, all their certifications. It filled the most of an entire wall for the whole team, right? They became significantly more likely to do their exercises because of the authority they saw in their teams, in the in the medical team. We have to do that with our staffers make sure that we let people know about the quality that exists there, the training that exists there, that reduces their uncertainty about whether they should move forward in this regard, right? So. And then one more thing, sometimes it's not your authority. It's the authority of people who are established experts in the field that you're working in who can speak about the quality of either your service, your practice, or the features of it that you are implying, Invisalign or whatever it is they can talk to. They can make testimonials. You get those testimonials, and you make that part of the message that people get that experts are

recommending this, not just this one particular doctor or his or her team, but experts are recommending this. So let me give you income. Remember that study I was telling you about with Bose, where we got 45% increase by just changing an ad from new to hear what you've been missing at the top, after we got that kind of change, the the Bose marketing department asked me to come and give a talk to their their their people. What other principles do you have besides, besides this one, and when I got to the principle of authority and testimonials lights went on over their heads, because by this time, it was about five or six months after the launch of this new product, they had testimonials from acknowledged Experts in the field of audition and and technology, about what a great product this was. So in the the next generation of the ad, not only did it say, hear what you've been missing, there was a a row of testimonials from acknowledged experts. Praising the product that

Unknown Speaker 34:07 ad

Dr. Robert Cialdini 34:08

now produce the 60% lift in sales compared to that first one that they were they were so disappointed in right? So you can combine these things, but where you have testifiers that you can obviously find and who have the authority credentials. Put them in your messaging, put them on your website. And here's a small, big put them first. Put them before they see anything else, so that their authority aura ramifies into everything you say in your message, you are you're entitled to it. You actually have those authority individuals, right? You, you're entitled to their influence from the first word, put them first. Okay, so that's the principle of of authority. The next is the principle of commitment and consistency. And I know this is a favorite of yours for this, and it's one that says people feel a need to move in your direction. Let's say to a request that you make of them, if that request is consistent with what they have already committed themselves to, publicly and in your presence. People want to be seen as as living up to their commitments of of saying one thing and doing something that's consistent with it. They don't want to be seen as wishy washy or deceptive by doing one thing and then claiming one thing and then doing another. No, they want to be seen as having a good congruency. Okay, so here's an I'm always going to use an example that comes from research. This was a study that was done in a restaurant in Chicago called Gordon's restaurant, or his famous restaurant. This guy, Gordon Sinclair, was the famous chef, was the with the owner, and he was having trouble with no shows people who would make an appointment, book a table, and then they just wouldn't appear, and they wouldn't call ahead to to cancel or reschedule.

They just wouldn't appear. And it was very costly for him. And I'm sure that happens in your practice at well, sometimes people just don't Okay. Well, what could he do a small big that could increase the percentage of people who did show up or called ahead to cancel. He went around and listened to what his receptionist said when she would take a booking for a table, and here's what she would say, Thank you for calling Gordon's restaurant. If you have to change or cancel your reservation, please call, he asked her. Now, Gordon had read my book and was a student of the social influence process, he asked her to add two words to that, that request. Instead of saying, please call if you have to change or cancel, he said, asked her to say, will you please call if you have to change your can. And then he asked her to pause.

Suppose I said to you, will you please call if you have to change or cancel? What would you say this? What would you say? I'm about to

Unknown Speaker 38:09

go into a tunnel. I'm losing you. I'd, of course, I'd say yes, yes, of course,

Dr. Robert Cialdini 38:15

glad to and that's the commitment. And no shows unannounced, no shows at Gordon's restaurant, dropped by 64% that day and never went back up, because people had now made an active, public, voluntary commitment to that step, to that act, action on their part, right? We can do that sometime. If you're in a meeting with your team. Let's say you're in the meeting with your team, and you are assigning them tasks to perform by by the next meeting. And you say, okay, and you'll let them out of the room. That's a mistake. Don't let anybody out of the room until you say to each Janet, will you be able to complete this by our next meeting? Jim, will you right and pause wait for them to affirm that they will and you will significantly increase the likelihood that they will come fully prepared, because they have made a public, active commitment to you in your presence. Okay, so that's the that's the principle of commitment and consistency. Next is the principle of liking. So. So no surprise, people say yes to those they know and like right and who like them, right? What? What can you do to significantly increase the likelihood of a sense of rapport with people before you even make a request or recommendation for them. And there are two things you can do. First of all, if you have information about

them, on on the materials that you've received, if you see something that's similar between you and that person, raise it to the OH, REALLY you're, you're a fan of such and such a team. Me too. Or, or, you know, these kinds of things where you can see a connection, because people like those who are like them. The other thing is to give a genuine compliment, not something that's counterfeit, not something that you manufacture. You identify something about that person, and it can include your willingness to want to improve your dental health. You know your you want to do this for not your only yourself, but your family and and so on. Okay, you can compliment them on that, and research shows that people are more likely to like you. Not only do we like people who are like us, we like people who do like us and say so right? Find something genuinely commendable about a person. Bring it to the surface. This was my greatest weakness. I can't tell you the number of times I have been in research meetings with my graduate students, and we're talking about an idea that we want to test and build an experiment to evaluate, and so on. And some somebody says something that I think is really smart, and I say to myself, wow. What Janet just said there was brilliant. Let's follow, let's, let's go on and follow that idea. Or what Chris just said lays out exactly what our goal should be with this next round of research we're doing. And I would say that to myself, and I would miss all the good will that would go with making here's a small big you move that favorable comment from your mind to your tongue, and you honestly commend the people who have it, who have made that come in with your team. That's exactly what you should do. I can't tell you how much better the the the atmosphere in those meetings was from people who were being honestly credited with, and not just in my head, but in a general sense, and people recognizing how they became more likely to make comments because they knew that they would get credit for them from me, from the Boston in the room, right? So it's what I do all the time. Now, big impact. Now, here's one last question about it. How do you get liking online on your website, how do you do that? You haven't met people. You don't get to exchange information, uh, personally with them. They don't know you. You don't know them. Is there anything you can do that increases a sense of rapport that people feel with you without ever having met you? It turns out there is, there's research to show that on E commerce websites, if on the landing page of your website you include a welcoming statement to visitors. Welcome to our site. We're so glad that you're here. You get significantly more conversions on your site, small, big. You just welcome them the way you would welcome them to your office. Welcome them to your home. People need to be approved. Isn't it the case that you honestly would welcome anybody who came to your business to your site. You just didn't tell them online the way you do it. In person. Tell them. Tell them in person. Tell them online, and you get so in our on our site, that the Cialdini Institute site, we have a welcoming statement from me with my signature, approving them, welcoming them to partnering with us, and we've seen the difference, okay? And then there's one last principle, and that's the principle of unity, which says that people say yes to those they see as together with them, that is sharing a we relationship, not just like them and Simo. Oh, you like Korean food. I like Korean food. No belonging together in the same categories. I shared identity. Okay, and okay, so, if you can honestly give people evidence that you have a we relationship with people, they become significantly more likely to say yes to and I'll just give you a quick example. A while ago, I needed one of my colleagues at my university in the psychology department to help me with a project where he needed to to go into his data archive and get some data out and bring them to me when in the same day, so I could include them in a in a grant proposal I was going to send out that day. And at first he said, No, I'm too busy for that. And I said to him, Tim, we've been members of the same psychology department now for 12 years, and I had the data that afternoon, just raising to the surface the commonalities. Okay, so those are the seven principles of influence. Nice.

Dr. Chris Phelps 47:02

Now, extremely powerful, right? We can use these things to guide people down a path, so to speak, but just because we have that power and we can question, I get asked a lot, and I'm sure you do as well as should we Right? And how do we know? Like, are there any ethical concerns that we have surrounding the use of these principles to get people to say yes, big

Dr. Robert Cialdini 47:22

ethical concerns, and they involve the difference between manipulation on the one hand and persuasion on the other. Manipulation involves deceiving people or coercing people into ascent with us. Persuasion involves pointing simply to one or another of these principles, if it truly exists in the situation, if you have something that's truly unique and uncommon, you can't get this elsewhere. Point to it. They get the scarcity principle going for you. If you have authority and credibility in your staff. Show people, if you, if you have popularity in terms of the principle of social proof, or a lot of other clients or patients are moving in this direction, simply point to that in this and that makes you not only effective, it makes you ethical in the process, because all you're doing is informing people, educating them into a city Nice.

Dr. Chris Phelps 48:34

Now I know the influence book. We just had a big celebration in Arizona, but Arizona State University, and then a few months before that, at the influence amplified event to celebrate the 40th anniversary of the original version of the book Influence, The Psychology of Persuasion. Now there's a the newest iteration is the yellow and purple copy part deep kind of showed you a second ago, what are some of the more surprising research findings you uncovered while writing the newest version of influence.

Dr. Robert Cialdini 49:04

Let's take a couple that you can then you can be employing online. The first is, you know, when you have the on your site, your your star ratings, the how people have evaluated you. The number one most effective rating is not five stars. It's a range between 4.3 and 4.7 stars. Because if it's below 4.3 people say, Oh, maybe not so hot, right? Not so great. If it's above 4.7 they don't believe it. They Oh, nobody can be all five stars. Nobody, right? Yeah, so it's that place that was a surprise to me. Here's the other one, and it comes from, you know, these commercials that say nine out of 10. 10 dentists approve of this toothpaste or this whatever the product is. If you say that that's effective, it's not as effective as saying 90% because nine out of 10 just seems like some round number that you pulled out of the top of your head, right? Yeah. And here's the real interesting, the most effective is 89% right? Less than 90. So if you are giving people not a round number, but a specific number, they believe it more and they are more likely to follow it, not just because it shows the social proof of everybody moving in this direction or agreeing. It shows that you are specific and trustworthy in the presentation.

Dr. Chris Phelps 50:57

Well, well, I'm 89% sure that people just found some value. That's amazing. So what's new for you, besides the new, expanded version of the book, influence, what have you been up to?

Dr. Robert Cialdini 51:10

Well, I also wrote a book called pre suasion, which has to do with so persuasion has to do with what you put into your message, right? One or another those principles pre suasion has to do with what you put in to your message in the moment before you send it. What? What state of mind do you put people in before they get your message? So for example, if you want to put people in mind of the concept of change on your website, the landing page should have a sunrise, because sunrise, the concept of a sunrise, means things are about to change. Things are new. Things to Come. We be ready for the new day. You just put people in a state of mind that's congruent with the goal you have the ethical goal. You have to give them the best treatment possible for their for their mental health,

Unknown Speaker 52:24 nice, but yeah,

Dr. Robert Cialdini 52:25

but yeah, there's this. This the Cialdini Institute, where we now teach all of this online in our our basic program, but we also have programs where people can get coaches who help them navigate how these principles can be used in their particular business settings.

Dr. Chris Phelps 52:50

Yeah, yeah. I know historically to get this information, what's above and beyond what you wrote in the books on how to turn these principles on, like a light switch in the moment, how to amplify their power. You had to come to one of us, as you're, you know, personally trained by you to get this information. But now you've gifted it to the world by providing it through the Cialdini Institute. And now, you know, the masses, everybody out there has an opportunity to learn this information directly from you, which is amazing, right? Online, self paced, however fast or slow they need to digest it, it's right there. And every one of you out there can learn to have more influence and persuasion. Dr Cialdini, thank you so much for your time. I know part thief wants to introduce Dr Patel. And then, are there any questions before? Dr Chaldees done or yes

Parthiv Shah 53:41

so. Dr chadini, thank you very much. That was an amazing session. I printed out the tip sheet and I was following along.

So I want to introduce you to my Indian co host, my co host in India. Dr Anisa Patel, similar. Last Name, slight variance on our own Anisa homes. She is, she's a dentist, married to a dentist, and she's a dental coach, and she trains dentists on growing their business practices. And I have a very Indian question for Doctor chardini. Now my question is nothing to do with the language, because English is a permanent language in India. So this is we don't have to translate chardini principle for in Indian languages, this is a cultural thing. Will Chardy principles work in Indian dentistry? For India where the Indian patients, how will they work? If. Differently when Indian dentists are soliciting Indian Americans to come home to India to get treatment and come back, that's another whole market marketing thing. Or do we need to indianize charity principles? Or are they just universally applied all over the globe, including India.

Dr. Robert Cialdini 55:22

Well, it turns out, I will answer both of those questions in a in in the affirmative, they do work across all cultures, but which one will work most positively in different cultures will change from culture to culture. And if your question is, how do we get Indian Americans to come to India, to to receive that's the Unity principle. We are of you. We are you. Are one we we are one of you, you, when we are one of us, we make sure that we improve your outcomes because of the loyalty we feel, the the oneness, the we Ness we feel with with you as a consequence, that's the one I would use. But you would do that in every situation. You would choose the one that's in there waiting to be employed, rather than creating or counterfeiting wines. You use the one that's there, it's engine is running. Your job is simply to engage the power of that engine and funnel it to to the benefit of all concerned.

Parthiv Shah 56:37

One question I have is, this is from the audience. How can we use authority in the title of our team members

Dr. Robert Cialdini 56:50

in the cycles the title? In the title? Yeah, I don't know that you you can do that. I don't know if there are titles associated with team members. But you can do it with two things, two ways that you do it. One is to put up all of their achievements and and certifications and awards in any description that you give to to individuals on paper. These are the people in our office. Here are here are their backgrounds and and accomplishments. The other is, whenever there's a trait, a turnover, when you move from one person to the other, the person who hands off the the patient needs to credentialize the per the employee, the the teammate who is about to receive that pre, that patient, you say, you know, Anisha is, is the person who is our most skilled and long standing team member on this topic, or party has been trained to do research, was done in the UK in a realty situation where if when a call came in and the receptionist said, I'm going to give you now to our to one of our Realtors, if she said, Who is X, Y, Z and and honestly inform them of the of that person's credentials conversions. I mean, people went from visitor to to client, an increase of 16% just telling people honestly. Again, nobody is being deceived. The problem is keeping that information that they need to know below the surface so they don't know that this person is well trained and credentialed.

Parthiv Shah 59:05

Nice. Thank you, sir, Doctor Patel, do you have any question for him?

Speaker 4 59:10

No, I just have a takeaway. So my biggest takeaway from this whole session was that all these principles, they will work if there is authenticity, because otherwise it becomes manipulation, and people can just see through that. And that was my biggest takeaway. So I have made notes of each and every principle and how to actually contextualize it for the dental industry, and I probably will make some notes for that. So thank you so much.

Dr. Robert Cialdini 59:36

That's such an important concept, because how do you build a lasting practice. You do it by showing people your authenticity, your trustworthiness, besides your expertise, right? So that if they ever feel deceived, they will not come back and they will tell their neighbors and friends and family don't. Go there, because you won't get straight information. But if you are that honest broker of information, they get to expel a breath and say, Oh, I'm safe there. I'm safe in the hands of the people at at this clinic.

Dr. Chris Phelps 1:00:19

I love that when you're when you're when your intent is pure, your influence just resonates from you. Yeah, perfect. I

have,

Parthiv Shah 1:00:32

I have a takeaway. So we did a similar event on 15th August, largely for Indian audience, Indian tech people who want to sell their tech stuff, and tech sells to American brands who want to hire Indian techs. And Doctor cioldini was here, and he had a similar conversation. So one of my big takeaway was on the website, put the put a message that, welcome to my website, directly from me. I'm going to show you what he was doing at so this is what he says, Welcome to the charity Institute. My team and I will be happy to provide you with the soft skill you need to succeed. His autograph, his picture right there on the website. Now I have a gentleman, Dharmesh Tanna, as a panelist. He runs this company called d2 marketing system. He owns it. I'm on the leadership team. We implemented that exact thing on day two marketing website. Welcome to day two marketing. Welcome to chardimi Institute, my team and I will be happy to provide with you done for you, implementation of marketing automations with website blogs. We will love our work. I guarantee it. I find it. I put my picture and I put my title. So the My biggest takeaway from learning from Doctor Cialdini, Doctor Phelps and Dan Kennedy and everyone is, how can I do this without being too creative? How can I take what is working for him. How can I lift it, clone it and make it mine? And that has been my biggest success driver. I take what you teach me and do it for me. Teach other people how they can do it for themselves, and you don't have to reinvent it. Just take it and tweak it just enough to make it yours. What do you think about that doctor?

Dr. Robert Cialdini 1:03:15

I'm I'm so glad to hear that, because those are the examples in the real world, not in some laboratory, not in some experiment. That was those are the examples that truly resonate with success. Because you are in the situation where you are working, you can't change anything except this one thing, and that's enough. It's a small, big and every no one and everyone benefits. Everyone benefits from being welcomed. They feel great at that. You benefit from their trust because you do welcome them. You honestly want to welcome them to your site, and that loop has now been completed.

Parthiv Shah 1:04:07

Now Doctor Anita and I have a wish. We want to give more of chardini to dentists of India. Now we cannot take you, put you on a plane and bring you to India, that that will be a non trivial effort. But is there a bottled or a boxed version of Cialdini that we can bring to India? Can we create a Cialdini for dentists in India, in America? And this is a question I speak for her when she's asking this, but I speak for it. Can we have a Cialdini for dental in America? How can you to more dentists?

Dr. Chris Phelps 1:04:49

We definitely can, right? And that's why we've created training programs through the childin Institute, like the persuasion power course for dentistry, specific for our. Industry and so great over two and a half hours of content just in that video package alone, a lot of which is customized based on some of the application stuff I'm going to talk about here in a second as well. So we can, we can definitely do that, and that's what's great about on being in this post COVID online, Zoom world, everything you need now, education and whatnot. Can be right at your fingertips and you can, you can digest it and learn it at your pace. Awesome, excellent. Alright, anything else for Dr Cialdini before he goes, um, let's

Parthiv Shah 1:05:36

see. I think I had a couple of questions. There is a doctor. This is a question from Dr David. I think you answered his question. Do you want to bring it on stage Dr Phelps, and answer that? Well, I know, due to time,

Unknown Speaker 1:05:55

I think we probably want to get to the application stuff.

Dr. Robert Cialdini 1:05:58

Yeah, let's get to the application. And I'm I'm, I regret that I have another appointment that I have to get to, so I will have to leave the site. But I very much enjoyed having the opportunity to speak to this, this audience. Yeah. Awesome. Thank you, sir.

Unknown Speaker 1:06:18

Thank you very much. Dr Cialdini,

Unknown Speaker 1:06:21 thank you. We

Unknown Speaker 1:06:24 will see you again shortly.

Unknown Speaker 1:06:26 I look forward to it.

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