

**PURPOSE:** There are 8 Compliance Principles to influence and persuade a customer to say “yes!” Identify the Compliance Principles that will be an effective strategy to move through the customer buy cycle.

Principle	Research Facts	Strategy/Tactics	Your Strategy/ Tactic
Authority	<ul style="list-style-type: none"> <li>• People will generally follow the advice of those they perceive to have expertise. Perceived expertise elicits respect</li> </ul>	<ul style="list-style-type: none"> <li>• Get customers to perceive that you are knowledgeable</li> <li>• Know your products and services</li> <li>• Understand your customer’s business</li> <li>• Dress the way your customer would like to see you</li> <li>• Acquire a problem-solving attitude, be goal oriented focused and optimistic</li> <li>• Print your professional designation on your card</li> </ul>	
Reciprocity	<ul style="list-style-type: none"> <li>• People tend to return favours through a sense of indebtedness</li> </ul>	<ul style="list-style-type: none"> <li>• Bring extra value to relationships</li> <li>• Serve well and act in the customer’s long-term interests</li> <li>• Build “owe me’s” through doing favours and making personal contributions that are both directly and indirectly related to your business relationship</li> </ul>	
Rapport	<ul style="list-style-type: none"> <li>• People following the advice of those they like. We like joining and belonging to groups and are inclined to favour members of our group or similar personality style</li> </ul>	<ul style="list-style-type: none"> <li>• Establish commonality</li> <li>• Make small talk to demonstrate common interests</li> <li>• Identify and adapt to their personality style</li> <li>• Use the same style of speech</li> <li>• Mirror posture</li> <li>• Share the customer’s thinking style</li> </ul>	
Reason	<ul style="list-style-type: none"> <li>• People have a natural tendency to respond positively to requests that make sense</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate clearly how the features of your products and/or services fills the customer’s needs better than those of others</li> <li>• Express the benefits in dollar, time and hassle savings</li> <li>• Get the customer actively involved in the process of matching his/her needs to your products and/or service</li> </ul>	

Principle	Research Facts	Strategy/Tactics	Your Strategy/ Tactic
Efficiency	<ul style="list-style-type: none"> <li>• People tend to select the easiest way to do things</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the efficiency of your product or service to customers</li> <li>• Anticipate objections, implementation tasks, and problems</li> <li>• Proactively prepare appropriate solutions</li> </ul>	
Consistency	<ul style="list-style-type: none"> <li>• People behave consistently with their previous behaviour as well as with their self-concept</li> </ul>	<ul style="list-style-type: none"> <li>• Get to know your customer's habits and on a personal basis to understand how they see themselves</li> <li>• Continually remind customers how well your products and services meet their expectations by setting up a review process to monitor your mutual satisfaction</li> </ul>	
Social Evidence	<ul style="list-style-type: none"> <li>• People tend to do what others (for whom they have respect) do</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how you and your company have benefited others</li> <li>• Solicit and use testimonials and references</li> <li>• Join and actively participate in trade organizations</li> </ul>	
Scarcity	<ul style="list-style-type: none"> <li>• People tend to want something more if it is in short supply or time is running out</li> </ul>	<ul style="list-style-type: none"> <li>• Use lack of supply or time to create urgency</li> <li>• When supply <u>really</u> is short or time limits are <u>really</u> imposed in supply or price deals, communicate the situation as factually and expediently as possible.</li> <li>• Special pricing offers with limited time or expiry date</li> <li>• <i>Do not use this tactic dishonestly</i></li> </ul>	

For your customer type and industry, which Compliance Principles will you strategically apply?

