



Focus

A publication of Wagner Consulting Group

May 2009

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Seduction Selling

The title got your attention because it was unexpected in this context. That's your human brain working normally, by the way; we find novelty and surprise interesting.

Catering to normal human traits as a way of selling your idea or point of view is today's subject. Also, I'm using "selling" in the broadest possible sense, and include communicating effectively (from the brain's point of view) as an important element of advocacy.

Since our brains find sexiness very interesting, I'll stick with that theme for a moment.

Wikipedia defines seduction as the process of deliberately enticing a person to engage in some sort of behavior, frequently sexual in nature. Approaching selling like courtship provides a good analogy from which to build a plan. First you have to get *and hold* the subject's attention. In the romantic sense, this is getting to first base.



Our brains are highly visual, and a picture of Sawyer and Kate (from *Lost*) kissing drives home the first base analogy. It also keeps your mind interested, which is important.

Even when something grabs our attention, we people lose interest in 10 minutes, and then our minds begin to wander. So, if you're trying to keep the audience engaged long enough to get to your close, change things up, but keep a consistent **pattern** to provide continuity.

You see, we're lazy. Don't make your audience think too much.

Our brains do love stories, and conversation, and emotional connections. Sometimes a story is the perfect method for making your point. Advertisers know this. Imagine, for a moment, a typical laundry detergent television ad. It's a story with a happy ending. Ergo, go buy Tide!

We in business are constantly trying to convince others to do something we want them to do. Since brains pay attention to what brains care about, *and not necessarily what the conscious mind cares about*, being interesting is the prerequisite to getting attention. Brains also like:

- Counterintuitive failures,
- Humor and playfulness,
- Varying visuals (graphs communicate more powerfully than numbers),
- Faces with strong expressions,
- Creepy things, and
- Sounds and music.

Tailor your message with evocative words and stimulating visuals.



Finally, here's a summary of human behavior I recently developed for an off-world client. I'd love to tell you why, but client confidentiality prevents me. Suffice it to say that there's no hostile intent, as far as I can tell.

Earthling Behavioral Characteristics (abridged)

We're curious	But we're also afraid of change
We seek out patterns	And we like to order and organize things
We're highly visual thinkers and learners	And find novelty and surprise interesting
We're intensely self-interested	And respond to our name
We're lazy	But like to be the hero of the story
We don't like to make choices	But we like choice
We like to be in control	And we like to be guided

From sex to aliens in less than 500 words. Was that interesting?

Tom Wagner

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