

*"Granger gives the complex
art of persuasion... clarity and
a process for success."*

—Leslie Schweitzer Miller, M.D.
New York University Psychoanalytic Institute

The 7 TRIGGERS TO *yes*

1863

The New Science
Behind Influencing
People's Decisions

RUSSELL H. GRANGER

Critical Acclaim for

The 7 Triggers to YES

"A fascinating window into how we really influence others' decisions and behaviors. Armed with this new scientific knowledge anyone can become a more effective leader and manager by efficiently producing results through others."

—Donald F. Donahue,
president, National Securities Clearing Corporation;
chief operating officer, The Depository Trust & Clearing Corporation;
and president, The Depository Trust Corporation

"As one of many professionals whose work depends on the basic psychological principles outlined by Freud, I see daily proof that personal reactions, decisions, and perceptions are driven by emotions, which become rationalized after the fact. Brain imaging now offers concrete evidence. Using the latest technological data, Granger gives the complex art of persuasion the ease of paint-by-numbers clarity and a process for success."

—Leslie Schweitzer Miller, M.D.,
New York University Psychoanalytic Institute

"By applying the principles and system Granger provides, businesses and organizations can run more effectively and more efficiently. With willing compliance, the seven triggers will help people get things done more quickly, more easily, and with better results."

—Michael J. Iandolo, president and general manager,
Lucent Technologies Mobility Solutions

"Recent advances in brain imaging research provide a much clearer picture of what actually motivates an individual's actions. Granger has transformed this research into a readily understandable and workable program that enables the reader to apply that information to his or her chosen career and produce desired results when interacting with others. Regardless of your organizational role or position, when you need to persuade, *The 7 Triggers to YES* shows you how in a new and highly effective way."

—Robert H. Miller, former president and CEO,
Charles of the Ritz Group, Ltd.

"The lessons learned here should be a great help to any budding diplomat or politician."

—Nicholas Rey, United States Ambassador to Poland, 1993–1997

"Bravo! I couldn't put it down. As a technically trained MBA, I made business presentations for years using logic, reason, and a wealth of data. I now see there is a more effective and much more efficient way to persuade and influence others. I'm giving a copy to my architect son, who like all of us, needs to persuade successfully."

—Josiah Stevenson, former director of development,
Dartmouth College

"Russ has assembled an impressive army of thought leaders on the subject of persuasion. Instead of telling the reader, he's softly selling the reader on the world's collective wisdom on what it really takes to persuade and win. A great read."

—Gerhard Gschwandtner, founder and publisher, *Selling Power*

"We had a saying while I was Publisher of *TRAINING Magazine*: 'Sell the heart and the mind will follow!' It worked! But we really didn't know why. Granger has pulled the veils back to explain this persuasion skill in *The 7 Triggers to Yes*. He explains with complete clarity how the brain responds to decision-making stimuli, and how to appeal to basic needs and instincts. What a great formula! The book can be absorbed in a few hours, and with practice, will lead to years of success."

—Jerry C. Noack, retired publisher, *TRAINING Magazine*

"The book is pathbreaking. Implementation is the bane of management groups and teams. The book explains a framework to make implementation 100% effective in a short time frame and with total buy in. It's been a long time since a book on management has equaled the thrill while reading a good mystery. It was hard to put down."

—Shailesh Mor, director of ocean services,
Expeditors International, Delhi, India

"The book is so essential to our growth that I have passed it on to top management. *The 7 Triggers to YES* is essential to the success of both our own sales team and our independent agents. We see a lot of management and sales training—this is really cutting edge!"

—Sharon Denzler, CPCU, director of training,
All Risks Ltd. insurance company

"Getting a nod from your supervisor, your manager, or your board of directors, is all about getting 'Yes.' The book has introduced me to triggers which I can now proactively put into practice."

—Anand Chaturvedi, Bangalore, India

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TRIGGERS TO
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The New Science
Behind Influencing
People's Decisions

RUSSELL H. GRANGER

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Contents

PREFACE	xv
ACKNOWLEDGMENTS	xvii
CHAPTER 1: THE AWESOME POWER OF PERSUASION	1
<i>Hit or Miss, Trial and Error</i>	
<i>Who Needs Persuasion Skills?</i>	
<i>Hard Science</i>	
<i>Better Ways to Succeed Through Persuasion</i>	
<i>Organizational Gains</i>	
<i>EQ and IQ</i>	
<i>The Three Options to "YES"</i>	
<i>Shared Solutions</i>	
<i>Persuasion—Myth and Reality</i>	
<i>A Tested, Documented Process</i>	
<i>Partners in Persuasion</i>	
<i>Review and Reference</i>	
CHAPTER 2: WINNERS AND LOSERS	17
<i>A Tiger by the Tail</i>	
<i>The Two-Trillion-Dollar Invention</i>	
<i>Persuasion Naturals</i>	
<i>Persuade or Perish</i>	
<i>Review and Reference</i>	

CONTENTS

CHAPTER 3: PERSUASION THEN AND NOW	29
<i>The History of Persuasion</i> <i>Economy Motivates Persuasion Research</i> <i>Review and Reference</i>	
CHAPTER 4: WHAT'S THE BREAKTHROUGH	39
<i>Science into the Act</i> <i>New Research Tools</i> <i>Watching the Brain "Light Up"</i> <i>New Scientific Disciplines</i> <i>Is There Really a Breakthrough?</i> <i>Old Ideas Die Hard</i> <i>Review and Reference</i>	
CHAPTER 5: DECISION MANAGEMENT	53
<i>Real Persuasion Goes Beyond "Hit and Miss"</i> <i>New Day Brings Powerful New Results</i> <i>A Goldmine of Possibilities</i> <i>Persuasion—Triggered by the Amygdala</i> <i>Play the Trump Card</i> <i>Review and Reference</i>	
CHAPTER 6: PERSUASION POWERHOUSES	67
<i>Rhetoric and Persuasion</i> <i>The Powerhouses of Persuasion—Ethos, Logos, Pathos</i> <i>Mental Response—Automatic or Analytical?</i> <i>Who's in the Automatic Mode?</i> <i>To Think or Not to Think?</i> <i>Make It Easy</i> <i>Review and Reference</i>	
CHAPTER 7: TRIGGERING "YES"	79
<i>Nature's Triggers to the Rescue</i> <i>Activating Automatic Decisions</i> <i>Why Seven Triggers?</i> <i>Review and Reference</i>	

CONTENTS

CHAPTER 8: FRIENDSHIP TRIGGER

89

Win Your Partner's Trust with Bonding
Liking Is Critical
"Fitting In" For Success
Activating the Friendship Trigger
Is Dress Important?
Mirroring Is Critical
Trigger Elements
Build Your Foundation on Friendship
Review and Reference

CHAPTER 9: AUTHORITY TRIGGER

105

Reduce Risk
Authority Triggers Compliance
Credibility Does the Convincing
Source Credibility Persuades
Be The Expert—Establish Credibility
Authority Rules
Review and Reference

CHAPTER 10: CONSISTENCY TRIGGER

121

Navigating with Emotional Memory
Activate Internal Guidance
Hit and Miss Won't Do It
Laugh Track Consistency
Meet the Criteria, Win the Day!
Consistency Pays Off!
Review and Reference

CHAPTER 11: RECIPROCITY TRIGGER

137

Generosity Pays!
The Ubiquitous Trigger
Thriving on Reciprocity
When Nothing Else Works
Simple Process; Great Results!
Be a Gift Giver and Reap the Benefits
Review and Reference

CONTENTS

CHAPTER 12: CONTRAST TRIGGER	147
<i>Show the Difference!</i>	
<i>Objective Values Don't Matter</i>	
<i>The Set Up—Adapting for Success!</i>	
<i>What Goes First?</i>	
<i>Not Even a Pretense of Objectivity</i>	
<i>Review and Reference</i>	
CHAPTER 13: REASON WHY TRIGGER	157
<i>Give a Reason, Gain Compliance!</i>	
<i>A Good Reason Makes the Difference!</i>	
<i>Give the Reason, Get the Decision</i>	
<i>Review and Reference</i>	
CHAPTER 14: HOPE TRIGGER	167
<i>Hopes and Dreams Rule Our Internal Triggers</i>	
<i>Hope Versus Logic</i>	
<i>Learn Your Partner's Hopes</i>	
<i>Find the Incentive to Action—Your Partner's Hopes</i>	
<i>Review and Reference</i>	
CHAPTER 15: PERSUASION GOALS	179
<i>Make It Measurable</i>	
<i>Review and Reference</i>	
CHAPTER 16: PERSUASIVE COMMUNICATION	187
<i>What They Hear Is What They Get</i>	
<i>Telling or Communicating?</i>	
<i>Ask, Listen, Understand</i>	
<i>Learn About Your Partner</i>	
<i>Questions Are the Answer</i>	
<i>To Persuade, Learn Values</i>	
<i>The Other Half of Communication</i>	
<i>Mirroring</i>	
<i>Review and Reference</i>	

CONTENTS

CHAPTER 17: PERSUASIVE PRESENTATIONS	203
<i>Great Arguments Do Not Persuade</i>	
<i>Brainstorm the Triggers</i>	
<i>Into the Footlights</i>	
<i>Review and Reference</i>	
CHAPTER 18: RESOLVING RESISTANCE	219
<i>Golden Opportunities</i>	
<i>Don't Take the Bait</i>	
<i>Review and Reference</i>	
CHAPTER 19: GETTING COMMITMENT	227
<i>Define Your Next Move</i>	
<i>Flip Your Business Card</i>	
<i>Ask for an Opinion</i>	
<i>Review and Reference</i>	
CHAPTER 20: WRAP	237
INDEX	241