

## Principle Selling Techniques

Principle selling techniques are strategies that salespeople can use to influence and persuade potential customers to make a purchase. Here are some examples:

1. The "land and expand" technique involves starting small and gradually increasing the size of the request to build momentum and increase the chances of a sale.
2. The "door-in-the-face" technique: This technique involves starting with a large request that is likely to be rejected, and then following up with a more reasonable request to increase the chances of a sale.
3. The "scarcity principle": This principle involves using tactics such as limited time offers or limited availability to create a sense of urgency.
4. The "reciprocity principle": This principle involves offering something of value to customers, such as a free trial or a discount, to increase the chances of a sale.
5. The "liking principle": This principle involves building rapport and establishing a connection with customers by finding common ground or shared interests.
6. The "authority principle": This principle involves establishing oneself as an authority in one's field to build credibility and trust with customers.
7. The "consistency principle": This principle involves encouraging customers to commit to a small action, such as signing up for a newsletter, and then using that commitment to increase the chances of a larger sale.
8. The "social influence principle": This principle involves using the influence of friends, family, or other trusted sources to encourage customers to make a purchase.
9. The "commitment and consistency principle": This principle involves reminding customers of the benefits of a product or service.

Using these principle selling techniques can help salespeople to effectively influence and persuade potential customers to make a purchase.

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