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**Boost your
sales pitch**

in less than 10 minutes



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In doing business, the principle of Liking can be crucially important.

Let's consider an example:



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**It comes from from data
collected by the accounting and
consulting firm KPMG.**



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KPMG developed an algorithm to measure the strength of the relationship between account managers and their clients.



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They gave each relationship one of these labels, based on the data:

- 1. Weak or nonexistent**
- 2. Moderately strong**
- 3. Already strong**



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Next, they examined how much the strength of the relationship influenced business success.



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In this case, they defined 'business success' as the likelihood of a YES from the client after receiving a pitch for business.

This is what they found:



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- 1. When the relationship was non-existent or weak, account managers would get a YES only 30% of the time.**



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2. When the relationship was moderately strong, account managers would get a YES 45% of the time.



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**3. When the relationship was
already strong...
account managers would get a YES
65-70% of the time.**



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**So, clearly, people prefer to do
business inside strong relationships.**



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**You can strengthen a relationship
inside of 10 minutes with the 3
activators of liking.**

Let's go through them:



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Similarity-

Research shows that people like us if we are like them, that is, similar to them.



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So, you'd be wise to seek out true commonalities with your client – big or small – and highlight them. For example, similar:

- backgrounds**
- interests**
- attitudes**



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Praise -
Research shows that people
like us when we give them praise.



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So, identify something you truly like about your client, and compliment him or her on it. For example, their:

- achievements**
- open-mindedness**
- intelligent questions**



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**Cooperation -
Research shows that people
like us when we cooperate with
them toward shared interests and
mutual goals.**



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**So, seek out true shared interests
and mutual goals with your client,
and highlight them:**

- in business**
- or in your personal lives**



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The great thing is that you can do research via the internet to find relevant facts before the actual meeting.



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**Highlight them just before or at the
outset of the meeting, and chances
are you'll have boosted your
business success.**



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So, Remember:
**When preparing for
a meeting with a client:**

**Seek true similarity, praise and
grounds for cooperation,
and highlight them just before or
at the outset of the meeting.**



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Thank you for your attention!

Please feel free to like & share.