

# The art and science of influence and persuasion

## Best practices using research-based principles

*New York Times* best-selling author Daniel Pink says it best: “We are all in sales now.” Whether you have it in your job title or not, we all convince and persuade on a daily basis.

Despite the prevalence of sales in our lives, the art of selling has never been more different. In fact, sales have changed more in the past 15 years than in the past 1,500 years.

To help us be more effective in today’s environment, there are three new “ABCs” we should learn: **Attunement**, **Buoyancy**, and **Clarity**.

These three essential qualities each have data-driven applications and tools to help us all become better at selling, influencing, and persuading.

### **Attunement**

#### Seeing through the lens of the customer

This principle emphasizes the importance of being customer-oriented by focusing on your client’s point of view.

Takeaway actions for your practice:

1. **Increase your power by reducing it.** To elaborate, the more you know, the less you are attuned to how someone else thinks. To master this, ask better questions, ask deeper questions, and be a good listener.

Lincoln can help you with [The Art of Effective Listening](#) and how to ask more in-depth questions with our [Trilogy Question Worksheet](#).

2. **Use your heart as much as your head.** Try to put yourself in your client’s place and consider how they are thinking and feeling. Empathy goes a long way.

Lincoln can help you build upon these skills with our [Tips to Personalize and Humanize Client Interactions checklist](#).

3. **Practice mirroring and mimicking.** For instance, being in tune with your client’s physical behavior can help make you more aligned with them for a stronger connection. Additionally, finding similarities or common ground—such as a place you have both recently visited or having a relative who lives in their hometown—can help you connect and relate to each other.

### **Buoyancy**

#### Having the ability to stay afloat, especially when facing rejection

This principle teaches us that in life, no matter what our situation, we will all be faced with some degree of rejection. What makes us stronger is how we handle these challenges.

Takeaway actions for your practice:

1. **Embrace interrogative self-talk.** Instead of only pumping yourself up with “You can do this,” ask yourself “Can you do this? If so, how?” The question will get the wheels turning in your head and remind you of your motivation.
2. **Use positivity ratios and believe in the value of your offering.** For meetings that may not go as well, offset them with interactions from one or two positive client meetings.

Lincoln can help you articulate your value promise with our [How to Create a Value Promise video](#) and [Questions That Highlight Your Value Promise](#) guide.

### **Clarity**

#### Go from being a problem solver to a problem finder

This principle demonstrates that the real value lies in helping clients see unmet needs by being a problem finder. Additionally, in a world of information overload, clients want help not accessing information but curating it.

Takeaway actions for your practice:

1. **Value drivers.** As customers move through the buying cycle, sellers must put themselves in the customer's shoes and figure out what the customer values.
2. **Find your frames.** Everyone loves choices, but research shows that too many of them can cause confusion. Curation is key and framing choices can help clients see them more clearly without being overwhelming.

Lean on Lincoln to be your curator of financial insights that help clients meet retirement protection, growth, and income goals.

3. **Give them an off-ramp.** Be specific with clients to keep structure and organization. For instance, "The who does what by when with the help of whom."

As you can see, the world of selling has changed dramatically. The new attributes — **Attunement**, **Buoyancy**, **Clarity** — will help provide us with the framework we need to navigate and be more effective within this new environment.



Your Lincoln wholesalers have been fully trained on these new principles and are ready to discuss this information in more detail with you. Contact them today.



Lincoln has a variety of educational resources to help you continue to grow and develop. [Explore more practice management resources.](#)

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This flier was developed using information available in Daniel Pink's book *To Sell is Human*. Visit [Daniel's website](#) for additional information on this topic or to access his book.

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