

Persuasion / Methods of Compliance

Learning Target: Explain compliance and explain different methods of persuasion and compliance tactics.

Part 1

Directions: For each of the following scenarios or definitions indicate if it illustrates an example of foot-in-the-door, door-in-the-face, low ball, or the reciprocity norm.

Scenarios

1. Nicholas is hoping for a promotion to the varsity team and decides to give his coach a nice gift at the beginning of the practice season hoping that he will have a better shot at making the cut.
2. A two-step process of gaining compliance that involves making a very small request first in order to increase the chances that they will agree to a second and larger request.
3. Liza is hoping to gain a \$1 donation from each person who approaches her booth that is collecting money for the Salvation Army. Liza's strategy is to ask for a \$20 donation, which she knows, is likely to be turned down first, and then mention that even a \$1 donation can make a difference.
4. A two-step process of gaining compliance that involves making a small request, and then changing the terms required to fulfill that request by revealing hidden costs.
5. A jewelry salesperson makes a customer a fantastic offer on a new bracelet. After they agree the salesperson announces that after speaking with their manager, the price is actually 5% higher than they originally quoted.
6. Tamara asks her roommate for a very small favor, and after she agrees to the initial request, then asks for a much larger favor.
7. Anthony wants his roommate Jason to lend him his I-pad for his weekend trip. In attempt to persuade him Anthony offers to do Jason's laundry before he asks to borrow the I-pad.
8. A two-step process of gaining compliance that involves first making a request that is so large that it will most certainly be rejected. After the first request is turned down, the actual offer is presented which now seems reasonable by comparison and is likely to be granted.

9. Art is trying to recruit new members to the street luge team at his college. At an open house for all activities at his college, Art begins his presentation to potential members by making a simple request.

10. Jerry owns a company that does kitchen remodeling. In an attempt to gain new customers he offers free estimates.