

Appeal to Nobility

In today's chapter, Dale talks about the fact that everyone has two reasons for doing what they do. The one *sounds* good, and the other is the *real* reason. If we want to change people's behavior we need to appeal to the motive that *sounds* good. That allows people to feel good about themselves by doing what they know is right. It also encourages them to turn the fiction into a reality. It begins the process of building character in them.

When we handle objections, we often appeal to people's nobler motives. We say something like, "I know you're a person of your word and you wouldn't say something you don't personally believe, right? That's exactly the trait I'm looking for."

We say, "I know you're skeptical. That's good. I'm looking for people who don't take things at face value. I expect you to research what I told you. You want to make an *informed* decision."

These are the "nobler" images they have of themselves. Sure they're savvy, informed, studious, careful, reasoning, wise, fair, etc. They just need reminding beforehand.

Now here's something you probably suspect: *nothing will work in all cases, and nothing will work with all people*. Don't go beating yourself up when you do everything right, say everything right, respond to everything right, and it still doesn't work. These are people we're dealing with, not inanimate objects. They sometimes respond the way they do specifically *because* you did everything right. They're ornery. They don't want you to think you have control over them. And they're right to spite you if that's what they suspect. We disrespect them when we approach them with that attitude.

Just give them a fine reputation to live up to (that's in a later chapter). It reinforces their better, nobler nature and usually gets you that positive response you're looking for.