

# Six questions and answers that you can apply, immediately, to be more effective and successful when influencing people to say yes.

1. If you have two options to present to a client, which should you present first? the more costly or the less costly one?
2. Is it better to tell prospects what they stand to gain by moving in your direction, or what they stand to lose if they don't?
3. If you have a new piece of information, when should you mention that it is new? before or after you present this information to your audience?
4. If you have a product service or idea that has both strengths and weaknesses, and what doesn't?, when should you present its weaknesses? early or late in your presentation?
5. After someone has prised you, your product or organisation, what is the most effective thing you can do, immediately, after you have said thank you?
6. To arrange someone to like you and want to cooperate with you, what is the single most productive thing you can do, before you try to influence that person?