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Test Your iNfluence Quotient

How would you rate yourself on the Influence and Persuasion scale? Many leaders rely on their "natural abilities" to get their people to do the work needed for their success and the productivity of the company. Dr. Cialdini and other social researchers like Dr. Kelton Rhoads of Working Psychology have proven that there is a science to Influence and Persuasion that can be learned to enhance a leader's natural abilities. Take the quiz below and see how you rate:

Influence and Persuasion Quiz

People are more likely to be persuaded by many weak arguments, rather than a few good arguments, when they are:

- Ⓐ in a rush
- Ⓑ not particularly interested in the topic
- Ⓒ moderately concerned about the topic
- Ⓓ both a & b

If you're attempting to sell a customer an item from your company's lineup of three models (the "economy," the "midrange," and the "luxury" model), research has demonstrated you will obtain higher sales figures by:

- Ⓐ starting at the bottom and moving up the line;
- Ⓑ starting at the top and moving down the line;
- Ⓒ starting at the middle and then allowing customers to "own the decision" by moving up or down the line themselves.

Years of tracking political elections have revealed that the single most reliable predictor of who will win an election is the candidate who:

- Ⓐ is the most physically attractive;
- Ⓑ produces the greatest number of negative or "attack" ads against his opponent;
- Ⓒ has the most active and committed volunteer base;
- Ⓓ spends the most time focusing on the issues.

Continue the Quiz Here

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