Fill in the blank with the appropriate persuasion techniques

authority **consistency** **likeability** **reciprocity**

scarcity **social proof**

1 Do something good for someone and they usually **return the favor**. That's why free gifts work as a sales strategy even if the gift is only a pen. _____

2 Once people make a decision, they like to **stick to it**. So if a car salesperson **ups their price** at the last moment, the buyer is quite likely to agree to **hand over** more money. _____

3 How do companies persuade us to buy their brand of toothpaste? Simple: they make sure that the person selling the idea looks like a dentist in a white coat. _____

4 People are more easily persuaded if they think someone is nice. That's why a business where someone sells products to friends and acquaintances can do well.

_____

5 We have more confidence in something if lots of other people are doing the same thing. You would probably prefer to eat in a restaurant that's full than one that is almost empty. _____

6 You are more likely to buy something if you're told it's the last one in the shop, or if there's a special offer for a limited time. That's why signs like "Sale – final day" get shoppers reaching for their wallets. _____

LIVEWORKSHEETS