

Chapter 10: Sequential Persuasion

Key Terms and Concepts

pregiving	self-presentation explanation
liking explanation	social responsibility position
physical attraction explanation	guilt-based account
perceived ulterior motives explanation	that's-not-all-tactic
gratitude explanation	lowball tactic
norm of reciprocity	commitment
impression management	unfulfilled obligation
internalized social norm	the bait-and-switch tactic
foot in the door (FITD) tactic	disrupt then reframe tactic
Self-Perception Theory	legitimizing paltry contributions
Self-Concept Clarity	fear-then-relief procedure
foot in the mouth tactic	happiness-then-disappointment procedure
door in the face (DITF) tactic	dump-and-chase technique
perceptual contrast effect	value-discounting effect
reciprocal concessions	

Chapter Summary

- I. Pregiving involves giving the persuadee something in advance before asking for compliance.
- A. The liking explanation suggests that persuadees perceive people who give them something as kind and good.
 - B. The physical attraction explanation suggests that doing favors leads people to be seen as more attractive, which, in turn, leads them to be more persuasive.
 - C. The perceived ulterior motives explanation suggests that when a favor is seen as a tool of manipulation, it is less likely to lead to compliance.
 - D. The gratitude explanation suggests that receiving something leads to feelings of gratitude which motivate persuadees to show their gratitude.
 - E. The norm of reciprocity explanation suggests that pregiving is effective because we feel obligated to return favors.
 - F. The impression management explanation suggests that repaying favors is desirable because it keeps you from looking like an ungrateful freeloader.
 - G. The internalized social norm explanation suggests that repaying favors is desirable because it makes people feel good about themselves when they do the right thing.
- II. The foot in the door tactic involves making a small request first, and, once it is agreed to, following it with a second, larger request.
- A. Self-Perception Theory suggests that this tactic is effective because attitudes follow behavior; thus, seeing yourself comply with one request leads you to see yourself as a person who is more likely to comply.
 - B. Several factors influence the success of the foot in the door tactic.
 - 1) The initial request can't be so large that it's rejected or so small that it's insignificant.

- 2) The tactic works best for prosocial causes.
- 3) The tactic doesn't work well if the persuadee receives external incentives for complying with the initial request.
- 4) The same person is not required to make both requests for this tactic to work.
- 5) Labeling someone as helpful may make him or her more vulnerable to the foot in the door tactic.
 - a. (Box 10.1) Negative labeling will lead to compliance with future subject-related requests as individuals attempt to restore their damaged self-esteem.
- 6) People high in the need for consistency are more vulnerable to the foot in the door tactic than are people low in the need for consistency.
- 7) People with high self-concept clarity are more susceptible to the foot in the door tactic than are people with low self-concept clarity.

III. The foot in the mouth tactic works by asking people how they are feeling, telling them you're glad they are feeling well, and then asking for compliance.

IV. The door in the face tactic involves making a request so large that it is turned down, and then following it up with a second, smaller request.

A. Several explanations have been offered for the effectiveness of the door in the face tactic.

- 1) The perceptual contrast explanation suggests that this tactic works because, compared to the first request, the second seems smaller than it would have without the comparison.
- 2) The self-presentation explanation suggests that when people reject the first request, they worry about being perceived negatively, so they agree to the second request.
- 3) The reciprocal concessions explanation suggests that this tactic works because after the persuader gives up on the first request, the persuadee believes he or she should make a concession as well.
- 4) The guilt-based account suggests that people comply with the door in the face tactic because they feel guilty for rejecting the first request or because they think compliance will help them avoid guilt.
- 5) The social responsibility position suggests that people comply with the door in the face tactic because they think it is socially responsible to comply with people who deserve it.

B. Several factors influence the success of the door in the face tactic.

- 1) The first request must be large enough to be rejected but not so large that it's unbelievable.
- 2) The tactic works best for prosocial causes, for seeking volunteers versus money, for obtaining verbal rather than behavior compliance, and when compliance is difficult to achieve.
- 3) The second request should follow right after the first (e.g., a minimum of delay).
- 4) The same person is required to make both requests.

C. (Box 10.2) A combination of FITM, FITD, or DITF compliance gaining tactics has been proven to be more effective than the use of a single tactic.

V. The "that's not all" tactic works by adding additional incentives to the original offer (i.e., sweetening the deal).

A. The norm of reciprocity is one explanation for the "that's not all" tactic's effectiveness.

- B. The contrast effect is another explanation for the “that's not all” tactic's effectiveness.
- C. Salespersons using this tactic must be wary as evidence suggests that this tactic may backfire if the initial request is too large.
- D. (Box 10.3) The value-discounting effect occurs when customers perceive free gift items as less valuable, and consequently, less desirable.

VI. The lowball tactic involves making a deal that is too good to refuse, and then, after the initial deal is agreed to, changing it to one that is not as attractive.

- A. One explanation for this tactic's effectiveness is that after agreeing to the first request, the persuadee becomes committed to whatever decision was made.
- B. A second explanation suggests that after agreeing to comply, persuadees feel obligated to make good on their promises; thus, they agree to the second request.

VII. The bait and switch tactic works by luring customers with an attractive offer and then trying to get them to comply with a similar but different offer.

VIII. The disrupt-then-reframe tactic overcomes resistance to compliance by confusing persuadees and then reframing the request in a positive way.

IX. The approach called legitimizing paltry contributions involves making a request that seems like less of an imposition and attempts to make persuadees feel guilty about resisting the request.

X. The fear-then-relief tactic works because fear disorients persuadees, making them more vulnerable to persuasive attempts that follow.

XI. Similarly, the happiness-then-disappointment tactic also attempts to stir emotions which consequently lead to compliance.

XII. The dump-then-chase technique occurs when persuaders persist in their influence attempts by addressing obstacles to compliance