

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Whose Values Are They Anyway?

By Virginia Bola, PsyD

Whose Values Are They Anyway? by Virginia Bola, PsyD

First there was the sight of Janet Jackson's pastie-adorned breast at the Superbowl, then Nicollet Sheridan's towel-dropping scene on Monday Night Football. A public outcry followed, deploring the obsessively sexual orientation of advertising, entertainment, and the media as a whole.

As the debates rage, a core question must arise: if sex is known to sell anything, who is doing the buying?

Public Relations and marketing gurus give the public what they crave. If they don't, they are out of a job. How many new viewers will Desperate Housewives gain because of the uproar over their ad? Thousands? A million or two? And who enjoyed the gratuitous nudity? Those who "missed it" on Monday Night Football were able to indulge their curiosity as the tape was replayed and replayed ad nauseum. Who in America has not seen it by now? Surely only the sightless and the occasional hermit could have missed it.

So what does that say about the current state of U.S. morality? We are not all depraved, immoral, addicted to pornography, nor necessarily in favor of public sexual displays. We are simply curious people who are still in a reaction phase to a long history of sexual repression. After the strait jacket of the puritan period and the social constraints of the following 300 years, the pendulum is swinging as it always has. It makes a wide arc until slowly returning to the center.

Those who openly seek to legislate morality would do well to recall the disastrous social experiment of prohibition, imposed by a righteous and vocal minority, and its permanent legacy of crime, murder, and corruption.

Virginia Bola is a licensed clinical psychologist with deep interests in Social Psychology and politics. She has performed therapeutic services for more than 20 years and has studied the results of cultural forces and employment on the individual. The author of an interactive workbook, *The Wolf at the Door: An Unemployment Survival Manual*, and a monthly ezine, *The Worker's Edge*, she can be reached at <http://www.virginiabola.com>

Leverage Avoidance Values for Irresistible Selling

By Peter Murphy

Leverage Avoidance Values for Irresistible Selling by Peter Murphy

The most gifted influencers know that to be highly persuasive they must appeal to the values of the person they are speaking to.

What are values? Values are filters that everyone uses to help make sense of all the information we must process before we make a decision. When you appeal to a person's values you speak directly to their decision-making criteria.

Values:

In simple terms, values are what is most important to us. If you ask yourself: what is most important to me about having a new car? You will discover the key issues that you consider when buying a car. Your prospects will also pay attention to their values when you present your offering.

Ask your prospects what is most important to them and they will tell you their values, it is then up to you to structure your conversation around what matters to them.

So if they value ease of use and simplicity – don't waste their time talking about advanced functions. Instead spend extra time and go into great detail explaining all there is to know about how easy it is to use the product.

By talking about what your prospect considers most important you will grab their attention and quickly find out if your offering is for them. And this is as far as most people get with their persuasion skills. There is a further step however.

Avoidance Values:

When you also discover and appeal to what your client wants to avoid, you become an especially valuable advisor. Everyone has avoidance values i.e. what is important to avoid. In the example of buying a car, it could be wanting to avoid costly maintenance, high insurance premiums and the disapproval of the neighbors.

Your only challenge is that people often won't tell you what

Whose Values Are They Anyway?

their avoidance values are because they don't always know

themselves. Only when you ask the right questions will you be able to help them discover what these values are. Give them an example of what you mean by avoidance values and then ask them:

What must you absolutely not have when driving a car?

What do you not want in a car?

What do you want to avoid at all costs by using this product?

Which factors are the most important to avoid?

Typical answers might include – poor visibility, limited leg room, a noisy engine. Let's say you were selling software, the answers might be data loss, system crashes, limited upgrades.

Show your prospect how your product satisfies her values and protects her from her avoidance values and your powers of persuasion will be irresistible.

Give yourself time to get used to asking probing questions that elicit avoidance values. Although it seems unusual at first it does get easier with practice.

Peter Murphy is a freelance business writer. He publishes a freeweekly ezine full of practical tips for communicating at your best under pressure. All new subscribers receive a free e-book with powerful strategies for being at your best. To subscribe send a blank email to:

Whose Values Are They Anyway?



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!