

UPSA 3rd Annual Sales Convention

1. Getting audience attention is 32% better when using humour
 - a. when facts follow humour there is a better chance of the facts being remembered
2. A person will use their eyes to indicate their internal process when discussions are being held; there is an 80% correlation between;
 - a. Eyes pointed UP to visualising how the discussion fits their situation
 - b. To the SIDE there is an attempt to understand the audio implications
 - c. Pointed DOWN, the listener is evaluating how their feelings are involved
 - d. LEFT means they are trying to recall accurately the answer to a question
 - e. RIGHT means they are "creating" an answer
3. A study showed that given two alternatives the decider had difficulty making a decision between the two, BUT; (implications for written offers)
 - a. if one alternative was followed by another that had TWO derivatives then the THIRD option would go from 50:50 to 70:30
 - i. example; a bank statement is given 3 alternatives where the bank would like the user to use the on-line display of the statement; 1=Print Statement; 2=View and Print statement and 3= View statement; resulted in 3 almost always being chosen; ratio; 16:0;84
 - b. Social security (in USA) last two number as random in ranges; 00-20;21-40;41-60;61-80;81-100; subjects were asked to "buy" by choosing a number within their 2digit SS range; They then "valued" the article by the number chosen; then, given the choice to "offer" **any amount** to buy the article, most chose a number WITHIN their original bounds (the SS number) (implications for setting a price before completing the sale)
4. Story on asking people on the street to spend a week-end a month in taking a "delinquent" to the zoo; only 16% agreed
 - a. alternatively, given an offer like; would you commit to spend 3 hours a month, for 3 years taking "delinquents" to the zoo; OR (original offer)

improved the "take-up" to 67% (implications for pitching high and then pitching what you "want")

5. A video of a group of white shirted students (4) and another group of black dressed students bounce a ball between themselves as they gyrate around swapping places; you're asked to count the number of bounces/passes that the white shirts do; at the end, you are asked how many passes and if you saw the gorilla?
 - a. <http://viscog.beckman.illinois.edu/flashmovie/15.php>
6. The Fifth Discipline: The Art & Practice of The Learning Organization; by Peter M. Senge; "When the consequences of our actions are distant in time and space and their outcome ambiguous we are very poor at learning"
 - a. http://findarticles.com/p/articles/mi_m1510/is_n72/ai_11197180/
7. The allure of your own **BATNA*** often leads to last-minute breakdowns in negotiations. When negotiations are finished an agreement must be arrived at that, the parties think, is acceptable to all. The parties must then decide, "is this better than all of my alternatives?" Only if all the parties say "yes," can the agreement be finalized. Knowing one's own and one's opponent's **Best Alternatives To a Negotiated Agreement** is critical to successful negotiation.
<http://www.beyondintractability.org/essay/batna/>