



Compliance with requests

This activity will help you to...

- Identify your own beliefs about what makes people comply
- Check your beliefs against the evidence from psychological research

What would you do?

Each of the following scenarios involves getting people to do things they might not otherwise want to do. Imagine yourself in each scenario and suggest what you would do to obtain compliance. When we have finished looking at this topic, review your ideas and suggest whether your original ideas were correct or incorrect in the light of psychological research into compliance.

You work for an electronics store. You are expected to sell insurance plans ranging in price from £39.99 to £149.99 in addition to the goods your customers purchase, but they don't usually want the insurance. You earn commission on each plan sold. How do you maximize your sales?

Your ideas

Were you right?

You run a gift shop. Some silver jewellery you stock is not selling very well, despite being, in your opinion, good value for money. You have done the usual tricks like placing the items prominently and asking your staff to 'push' the items. You want to get rid of the stock quickly. What do you do?

Your ideas

Were you right?

You work in telesales. Your job is to 'cold call' customers whose numbers you are given and to try to get them to buy whatever you are selling that particular week. Your experience is that as soon as people realize you are making a sales call they hang up. How do you keep them on the line long enough to listen to you?

Your ideas

Were you right?