

mtp261

📅 Thu, 7/22 2:11AM ⌚ 43:44

SUMMARY KEYWORDS

people, influence, manipulated, mountaintop, talk, women, book, brian, scott, indecision, manipulative, decision, thought, person, persuasion, salespeople, objections, friends, ethical, manipulation

SPEAKERS

Edroy Odem, Brian Ahearn, Scot McKay



Edroy Odem 00:04

From the mist enshrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the World famous mountaintop podcast. And now, here's your host Scot McKay.



Scot McKay 00:17

Greetings, gentlemen all across the fruited plain. This is Scot McKay and I want to welcome you again to yet another episode of the world famous mountaintop podcast. You can find me either on Twitter or clubhouse at Scot McKay Scot McKay on YouTube real Scot McKay on Instagram. And the website is mountaintop podcast calm and listen, guys, if you haven't joined the Facebook group yet, this thing's blowing up lately, we're having a lot of fun. This isn't like other Facebook groups where guys just come and complain about their situations. We celebrate women, we celebrate each other. We have a lot of fun. So it's worth signing up when you go to Facebook and search out mountain top summit. Hope to see you there. Hey guys, today we're going to talk about a topic that you know we talked about a little bit before on this show. But we're going to hit it with the proverbial big heavy hammer today. Thanks to a new friend of mine. His name is Brian a Hearn. And the name of his company is influence people. That's how he brands himself. And the name of his book, perhaps not coincidentally, is also influenced people powerful every day

opportunities to persuade, that are lasting and ethical. So today with my new friend Brian, who hails from Ohio, by the way, we're going to discuss the topic of Be a man of influence without being a manipulative jerk, which is right down the fairway for this guy. So well, without anything further welcome, Brian.

B

Brian Ahearn 01:42

Thanks for having me on. Scott, I'm excited to have an opportunity to share a little bit.



Scot McKay 01:46

Yeah, you know, what I really trust and indeed hope that this will be the kind of interview you haven't had all that often. Because I'm not going to ask you all the basic questions and talk about boring stuff, I want to cut right to the chase and help these guys be more influential immediately, and really kind of deconstruct you know, not only how they can be better in the influence department being more influential guys, but also maybe check themselves if we as guys do have some, you know, manipulative tendencies, and more importantly than all of that, Brian, I know for a fact, you're going to give these guys a heads up on how to detect when they're being influenced perhaps unethically by someone else. So the first thing I want to ask you, is to talk about your book a little bit and what inspired you to write it?

B

Brian Ahearn 02:37

Okay. Well, I'm a disciple of Robert Cialdini. And for those who are not familiar with who he is, he is the most cited living social psychologist on the planet. When it comes to the science of influence, or sometimes we call it the psychology of persuasion. I've been associated with Robert Cialdini for almost 20 years. Now, that goes back to when I originally sent an email to Stanford regarding the marketing of his materials. It was, it mentioned the word manipulation. And we really steer clear of anything that even sniffs of manipulation because you don't have to manipulate people to get individuals to do the things that you need them to do. Now, Robert shell, Dini is not a young man anymore. Nope. Think he is in his early 70s. He's been doing this for quite a while, started his research back in the mid 70s. And in the early 80s, came out with a book called influence science and practice. Sure, awesome book. But it's really deep. And circling back to what you were asking originally, I've had a lot of people who read his book, they find it fascinating. Or maybe they even hear him talk on the subject. But they don't really know how to put it into practice. I am not a social psychologist, I don't aspire to be one, nor am I a behavioral economist. But I love the subject. I have more than three decades of business

experience. And I've been able to marry those two things to really see where there are application points that people can take this psychology, put it into practice, get people to say yes, more and enjoy more success and happiness that comes along with that.



Scot McKay 04:18

Now see, that's what drew me to your work. Specifically, I realize that you're a disciple of chubby knees, as you say. But what you talk about is so practical. And indeed, you've had a tremendous amount of influence yourself in this area of influence, perhaps non ironically. And I'll tell you what, just to kind of give this conversation a solid foundation early on, man, I got to throw it on the table for you. There's nothing more irritating. There's no more of an eye roller to anybody who is even a part time interloper in the areas of influence and persuasion than to encounter someone who's just read too many Cialdini Books and too many Robert Greene books, and is just running game on people. It's just awful. You know what I mean?



Brian Ahearn 05:08

There's no disagreement there at all. I do make the distinction between what we call ethical influence and manipulation and manipulation has no place in whether it's personal relationships or business relationships. You know, going back to what I said earlier, the reason I came in contact with Cialdini was because I had seen his video from Stanford back in the early 2000s, he was very clear about non manipulative ways to move people to action. And when I signed up for Stanford's marketing, sometime later, one of their flyers came across my desk had child Dinis picture. And in bold letters, it said at the top bestseller, call it influence, persuasion or even manipulation. And I thought, I cannot believe they use that word, because he is so clear about doing this ethically. So I emailed Stanford and Scott, my email basically said this, I don't know anybody who is looking to become a good manipulator. And I don't know anybody who wants to be manipulated, the word cannot be helping your sales, but it really could be hurting. And I never heard from Stanford. But sometime later, my phone rang at work. And it was a representative from Robert Cialdini, his office calling to thank me on his behalf. And she said Stanford's change in the marketing of all of our materials because of your email. That's the beginning of the relationship. And I always like to share that story because it shows how important it is to me, personally, that we do this upright, and ethically. I had nothing on the line. I didn't have to email Stanford, but there was a part of me, I like to think that's moral and says, we need to do this the right way. And so you're right, I, you know, I have disdain for people who would read his work, or Robert Greene's, and then take that to just manipulate others for their own benefit.



Scot McKay 06:57

Just for clarification, for anybody who's listening to this, and is not familiar with the work of Robert Greene, perhaps his most famous and seminal work is called 48 Laws of Power. And just to put it bluntly, and I'm sure you would agree with this, Brian, based on what you just said, anybody who would follow those 48 laws to the letter is going to be a jerk one, just not a very nice person. As a matter of fact, I read a print interview not too long ago with Robert Greene, where he said, Oh, my goodness, you know, I don't follow my own laws, I would be an absolute asshole. He said, and nobody wants to deal with people like that. And I, you know, try to live a good life and have people like me and make friends and, you know, be genuinely influential. And he would even say, I wrote this book, in large part. So people who read it would know who to watch out for rather than who to emulate. But I gotta tell you, Brian, you know, as everybody listening to this show knows this entire gig x&y Communications is rooted in men's dating and relationship advice, going back to the year 2005. And, you know what, I mean, just in case anybody here wasn't around for the pickup artist era, it was so commonplace. I mean, I would say it was almost the norm for men to read, perhaps somewhat solid advice on how to get women to light them, and just use it for dark purposes. Like, oh, this is all about tricking women and, you know, manipulating them into bed, which admittedly, wasn't always the state of purpose. I mean, there was some dark art going on out there, no doubt. But a lot of the guys who were well meaning saw their work in terms of being a better man, and, you know, perhaps some tips and tactics to, to attract women and turning them around just to do evil things with it. So it is really amazing how people can read a certain body of work on a certain subject. I mean, you know, come on, this goes for sales. This goes for public speaking, this goes for business. Certainly people can even take leadership books, along with you know, what we talked about so far, which is work tied to persuasion and influence, and really just do uncool things with it when the author never intended that. And that really wasn't the purpose that it was designed for. I mean, you know, you can use this power for good or for evil, basically, this power of influence and persuasion, right?



Brian Ahearn 09:24

Absolutely. There's a wonderful quote from a book called The Art of Wu, which means winning others over and when I talk about ethics, the E and the second E and the word people, I always share this quote, and earnest, insincere lover buys flowers and candy for the object of his affection. So does the cat who only seeks to take advantage of another's heart, but when the cat succeeds, we don't blame the flowers in the candy. We rightly question his character. You see these principles of influence that I talked about the psychological concepts that are proved To make it easier for people to say yes, they can be used for good or bad. But the reality is these principles are neutral. How we use them

says something about our character. And that's why Aristotle said character may be the most effective means of persuasion. Wow, indeed,



Scot McKay 10:17

that's powerful. And you know, and as you're mentioning ancient work by the likes of Aristotle, I'm also reminded that a lot of this, at least in the modern Zeit Geist owes itself to the work of Sun Tzu talking about art. He wrote the art of war so many, many years ago. And a lot of the art of war, as presented by Sun Tzu is all about persuasion and influence now, isn't it?



Brian Ahearn 10:43

Well, when he talks about the one who knows where and when the battle will be fought will be when 100 out of 100 times that really, you can tie that into the concept that Robert Cialdini recently popularized and like the last five years or so called pre suasion. That is, how do we arrange for an audience to be receptive to a message before they ever encounter it? What can we do beforehand? And really, so what Sun Tzu is talking about there? In that preparation, we often talk about as ethical influencers. It's not always what you do in the moment, quite often, it's what you do before the moment that sets that up. That makes it easier, and I think you'll appreciate this since your show has so much to do with relationships. When when I met my wife, I met her the first day of work, and I walked in the HR training room at traveler's insurance. I'm like, Wow, she has good luck. And she honestly said, later on, she goes, when I first saw you, I thought, what an egghead. Okay, so I stumbled badly out of the gate. But within a few weeks, I was no longer going out with my longtime girlfriend, Jane and I started dating fell in love is awesome, until later that fall when the old girlfriend called. And it really threw me for a loop. And so I had this period of indecision between these two women for six months. Now, I was darn lucky that neither of them totally wrote me off while I was trying to sort out my own things and figure out who I wanted to be with. But when I saw my wife one day at work, and this was I think, late April, and I asked how she was doing, she said, Fine. And by the way, even if you asked me out again, I'm done. We're not going out anymore. And who could blame her after six months of indecision, but I had kind of settled things in my heart, and I knew she's the one I wanted to be with. Now, I didn't know anything about pre suasion. But I look back and I used pre suasion because I knew I was going to have to do something big if I was going to win her over after all this indecision that I had put her through. So what I did was on her birthday, I sent her a dozen roses at work. Of course, she loved that she loved the attention that she got. And I asked if I could take her to dinner because it was her birthday. So she said yes, showed up at her apartment, had another dozen roses and a bottle of wine. We leave to go to the restaurant and waiting for us. downstairs in the

parking lot was a silvercloud Rolls Royce and chauffeur. So we get in that car, we drive to downtown Columbus, we go to dinner at one of the tallest buildings in the city and we ride this class elevator up over 30 stories, have a romantic dinner overlooking the skyline. Take the glass elevator back down. And in the back of the rolls. I popped the question. And she said yes. Now the pre suasion of this is I could have asked her that day in the break room. I could have said Jane, I'm sorry for the indecision. I love you. Will you marry me? And I almost guarantee you, she would have said no. But once I pre swated her with all the romance, it became really, really easy to say yes. And I can say Here we are 33 years later, happily married.



Scot McKay 13:50

Now the dating relationship coach slash consultant within me has a whole lot of questions swirling around in Okay. Now, I gotta be honest with you, we don't generally talk very highly around here about buying a woman's affection. In other words, if she's mad at you, or if you're trying to impress her, it seems like the more money you spend, the more you're drawing attention away from the value you inherently bring to the relationship, and more on all this stuff you're trying to buy her off with. Now, I want to draw a very careful distinction between that mindset and indeed that type of practice with what you were doing here. And if you don't mind, I'm gonna go ahead and lay this out for these guys. Okay, do a lot of this. Gentlemen, my impression of what happened here is he had persuaded this woman a long time ago that he was a great guy. But you know, Brian, come on, man, when the old girlfriend shows back up and all of a sudden you're pitting them against each other that can't make either one of them. too awful happy about it. I mean, women generally don't like competition. And now all of a sudden, this woman thought she had it in the bag the other woman thought she was broken up with now, everybody's emotions. And indeed, their thought processes are tied up in this. I don't know the details about what went on for that six months. But I'll tell you what, what did happen by the time you decided you wanted? The woman who was who is now your wife was that you were decisive?



Brian Ahearn 15:24

Absolutely. Because I've always been a person who when I make up my mind, it's Katie bar the door, there's no looking back. The ships have been burned, and we are taking this land. So what was interesting about that is once I made that decision, I can honestly tell you, despite the indecision that I had for six months, I never, ever looked back and wondered that I make the right choice. I knew I made the right choice. And I'm the kind of person to when I commit to something, I'm all in on that. So there was never any

indecision. The indecision really came in large part that I had dated this other girl through most of high school and college that was like six years. And so all of a sudden to meet somebody and have this emotional attraction that I did to, to Jane, there was a lot of indecision like, wow, it's six years Am I do I want to throw this all away, and all of the things that go along with that. The other thing I think, that Jane saw about me was I really was a genuine person. I mean, she used to call me She goes, you're like the, of all the guys I've ever dated, you are the most like a Boy Scout I've ever met. She just thought that I was such a kind and caring person. So when I was in the state of indecision, both of these women actually were consoling me. They wanted, you know, because they felt bad for me. And, and I would tell any of your listeners, if you think having two women love you, and want you is a good thing. If you have any conscience, you don't want any part of it. Because it does not feel good to know that you're hurting somebody by your own indecision.



Scot McKay 16:55

And yet a lot of guys overlook the simple fact that this is what very, very attractive, desirable women face almost on the daily as guys just wanting them and not wanting to take no for an answer. And yet, they have to say no to almost everybody, even if they don't want to be mean about it. So that's kind of just an aside. But meanwhile, okay, what you just said about Jane clears up a whole lot. I mean, if you're generally a very ethical guy who tries to do the right thing, and usually succeeds, even when nobody's watching, and you've had this other woman around for, quite literally your entire adolescence and adult life, then I gotta give Jane some kudos for being very patient, very mature and very level headed. As you sorted out and figured out what she may, in the back of her mind thought was going to be inevitable, which is that the two of you belong together, and you'll end up together. And that's amazing. That's almost superhuman on her part. But getting back to the actual night where you asked her to marry you, instead of it being a manipulative attempt to quote unquote, buyout her affection, it was the night you propose to her, and you made it special. And that all really wasn't apparent to her until the exact moment it happened wasn't



Brian Ahearn 18:11

No, it wasn't, I mean, we none of us can look into the future and know how things are going to work out. And so, you know, there may have still been a little fear in her life, Oh, is this really gonna work out? But sure, but you know, as we look back, it obviously has and I think is, she would look back, she would say that that was my nature to to be a giver, because I've always enjoyed giving her gifts that are I'll say, out of the box, it doesn't mean that you have to spend a lot of money and I don't want anyone to think you've got to go

out and spend a ton of money. Sometimes it's just really knowing the other person and looking for things that will really speak to them, or doing things with them that they would never would have thought of before. And then you find out Holy cow, that is so much fun. So I think she saw over the course of time then that the person who who pre swated her as I did was really who I was



Scot McKay 19:02

now talking about this idea of pre suasion, of course. And what came to mind which these guys who are students of dating and relationship, advice for men will immediately relate to, is that sounds a whole lot like social proof, aka, letting your reputation precedes you. You're known for something people can tell that you're influential that people like you that you've got a lot of personal power, and that's intoxicatingly attractive to women, first of all, and so I wanted to go ahead and make sure that that was addressed because if I didn't, you know, draw that parallel, I think I would have left something on the table there.



Brian Ahearn 19:43

I think I think my wife had a great opportunity to see that because she had moved to Columbus, and and I grew up around here. So when she saw me interacting with people, it was almost always friends. And so she could see how I relate to people and she could see how those people related to me. It wasn't as if I moved somewhere and I took on this new identity, and then she would find out later I wasn't who I purported to be. I was 100% me, because I was around friends and family.



Scot McKay 20:14

So I guess that brings us to the golden question here, which is? Well, it's a two part question now, isn't it? First of all, define for us in clear terms. Since you talked about being clear about this, let's do this thing. What is the difference between being influential and being manipulated? And how does influence work? in daily life you're talking about, for example, you have friends, you have business acquaintances, they respond positively to your ideas. And they'll work with you instead of fighting you almost all the time when you're really influential. But I want you to tell us, first of all, what is the basic difference here between being influential, which is a good thing? And being manipulative, which is not so good thing?



Brian Ahearn 20:57

So we'll do it by defining what it takes to be an ethical influencer. The first thing that I talk about is, it cannot be whatever you're asking if somebody cannot just be good for you, right? I make a sale, I get a commission. I don't care about you. That's not ethical. And I like to put it this way. Good for you. Good for me, then we're good to go. Okay, so it's gotta have an element of benefit for you. It's okay, that it may benefit me too. But it's got to be that we usually walk away and feel better by the transaction. Stephen Covey's Win Win principle. Yes, I know, some people want to shy away from that. Because, you know, in sales, and I usually work with salespeople, a buyer would always like to pay a little bit less, and a seller would always like to sell for a little bit more. But most of the time, they meet somewhere where they both say, you know what, this is a fair price. I feel good about the profit, I'll get you feel good about the value, you'll get, we walk away and we feel better off good for you good for me, we're good to go. The next thing that we talk about is what we have to do is be truthful. And when I say truthful, I'm not just talking about telling the truth. We don't hide the truth either. So Scott, if I were going to sell my home to you, and there's a crack in the basement on the floor, and I have a rug over it because I have a workout area in my house. If I don't tell you about that crack, and you buy the house and you move that rug and you see this crack. If you come back to me and say, Hey, Brian, why don't you tell me about the crack? If I tell you? Well, Scott, you didn't ask. I am not going to be perceived as truthful. And an ethical person in your eyes, you know, I want your listeners know I want. So we don't just tell the truth, we don't hide the truth. But what we learn when we understand how to ethically influence people is we can actually talk about shortcomings or weaknesses and whatever we're offering, and gain credibility by being truthful, and have a platform then to go and segue into our strongest points.



Scot McKay 22:58

So the book that comes to mind based on what you're talking about here, since you say you work with salespeople as Neil Rackham, his book called SPIN Selling. And what Neil is attempting to do with that book, when you get right down to brass tacks, I mean, some may argue with me who've read it, but to really boil it down. He's re educating people who are used to small ticket sales to become high ticket extremely effective, extremely successful salespeople. And one of the primary tenants of his teaching, indeed, one of the big bullet points in the book is you as the salesperson is you should anticipate potential objections before the customer does and actually bring them up, you put them on the table yourself and deal with them. Because if that objection that you really strongly suspect is going to come up, is brought up by the customer, you're already on the defensive. Whereas when you're the one who brings up that honest talking point that really has to be discussed relative to either the competition, or how your product still in development, or what it does and doesn't accomplish, potentially for the customer, then the customer is already open to hearing about how you can overcome that objection,

rather than fighting you on it. And it's a very, very powerful, collaborative principle. And I would dare say, no matter what you're selling, even if you're a newbie, that's a very, very valid point. And it all comes down to finding that middle ground. And, you know, I gotta tell you, one of the things I think is really manipulative is when someone's trying to force me into something or pressure me into something has got to be done now now now, and they're making it sound like it is an absolute perfect solution with no flaws whatsoever. And everybody who has ever tried it has been 100% happy. You know, I just don't trust that. I don't find it very human. I find it robotic, and indeed manipulative. You know what I mean?

B

Brian Ahearn 24:51

Oh, absolutely. I often tell people Hey, I will never be offended if you tell me. What you do is not right for me or for my organization. And it won't offend me because I know what I'm doing may not be needed, or it may not be the highest priority of need for certain organizations, right? Some organizations need to work on their technology, that's not something that I do other organizations need to work on certain skill sets. So when I'm prospecting with potential clients and having conversations, I want to give them the freedom to be able to tell me, not now, not never, that's, that's okay. Because the last thing I want to do is waste their time and waste my time. And when you give people that freedom upfront, or when you mentioned a weakness in, in whatever it is that you may offer, you know, if you were looking at my house, Scott, and I said, Hey, Scott, before we get further down the road, you look like you really like this house, come on with me, I'm gonna show you something, the basement, and we go down and I move this rug and I said, this rug is in here to hide this. There's a crack here, we haven't had time to fix it. I want you to know about this, before we go any further, because I don't want you to make a decision that you would regret. You're probably at that point, wondering about the crack but thinking this is a pretty upright guy. And then as we go through the rest of the house, and you keep looking at it and falling in love with it, you're probably thinking, Hey, I can deal with the crack, we can get that fixed. But if I don't tell you that, then I'm going to be unethical. Or if you see that as the last thing. That's what remains prominent in your thinking. And that probably kills the deal, too. So when we talk about influence, we're really talking about how can we honestly talk with people and employ the psychology that will help them see the merits of what we're offering? and still be very open to a yes, response?



Scot McKay 26:36

Yeah, indeed, people who aren't stupid realize nothing in this life is perfect. Absolutely. So

if they're looking to buy your house, they know there's going to be something that's got to be fixed, or something that isn't perfect, or something that is at least not optimal. And the more you help them complete that punch list, the better they feel about that having been indeed, a complete punch list, like nothing's being held back. So the other guy who may be trying to sell them a different house, for example, who say, Oh, no, there's nothing wrong, everything's perfect, everything's wonderful, there's going to be this undercurrent of lack of trust there. And the person may not even be able to articulate in words, why they chose your imperfect house, over someone else's, allegedly perfect house. But that's what it all came down to was how you made that person feel about working with you, and you did the right thing and making them feel good about working with you. And feeling like you know, everybody was being upfront with each other.

B

Brian Ahearn 27:35

Right? I'll circle back to that to give you an example. But I want to make sure we don't lose the train of thought on what it means to be ethical, because there are three things. And the first that we talked about was the win win. And the second was truthful. And the third thing that we always talk about is, you can only use psychology that is natural to the situation you find yourself in. And I think people will relate to this. And you alluded to it earlier, when someone is pressuring you to make a decision. When you get that person who says Scott, if you sign today, I can save you 15%. But if you don't sign today, I can't offer you this deal anymore. That's an application of what's called scarcity. People value things more when they think they're rare or going away. And we naturally want that thing more. But the reality is that person probably doesn't have something that scarce, why couldn't he or she offer you the 15% discount tomorrow, if you think about it, or the next day, unless there is a legitimate shortage of supplies, or something like that. It's a bug issues that is not using the psychology that's natural to the situation. One other example would be, don't talk about lots of people are doing something social proof. If they really aren't, it's not there, you don't use it. But the more you understand these principles of influence, the more you start seeing opportunities that you never saw before, and you can use the ones that are available and be an ethical influencer. Does that make sense?



Scot McKay 29:04

Yes, absolutely. And I agree with you 1,000%. Okay. I will issue the caveat that one time, I had my eye on a certain car, and I told the guy, you know, I tend to sleep on decisions. I don't do anything by impulse. So I'll call you in the morning and we'll drop the paperwork. I called him in the morning and the car was gone. In that situation, there was only one car that really had all the options and was the color I want and everything and I had to buy a different car. So if the scarcity is actually there, I think we do people a disservice. If we

don't tell them that, you know, time is short here, you're gonna have to make a decision. I mean, but it's got to be the real deal. It can't be this desperate act to try to get them to buy now because that's so self serving, right?

B

Brian Ahearn 29:52

That's right. It's and what you're describing was legitimate, though. Yeah. So for example, if I were selling a car and you came over and you looked at it. And I might say, Scott, I'm going to be upfront with you. I've got two more potential buyers coming this afternoon. So I cannot guarantee that this car will be here in the morning. That is very legitimate. Or maybe I'll say, but Scott, if you put if you put a down payment, I will not allow either of those people to purchase this car until you call me by 8am in the morning or something like that. So there's a way to, to honestly convey that information or maybe set up an agreement, that still gives you that option to think about it and get back to me in the morning.



Scot McKay 30:32

Now, let's put the shoe on the other foot for a second. What if the customer is unreasonable, and tries to pressure you into holding that car without giving anything in return? Then they're being the manipulator? Aren't they?

B

Brian Ahearn 30:45

Depending on how they're going about doing that? I mean, they may they may ask straight up, can I, you know, would you be willing to guarantee me that you won't sell this car, if I call you by 8am in the morning. Now somebody might be willing to do that. But that's not manipulative, but they could refer to some things that would be manipulative, you don't always know the truthfulness of what somebody is, is telling you.



Scot McKay 31:06

And tying this to dating and relationships for these guys out there. A lot of times we're kind of told as men that you know, men are the manipulators men are the ones are the bad guys trying to trick women and women, you know, kind of have this halo effect going, they can do no wrong. But the truth of the matter is women can manipulate us to just like in a sales situation, it isn't necessarily that all sales guys are jerks, and all sales guys are going to be your adversary at all times. And the customer's always right. Sometimes the customer can be very wrong, the customer can be the kind of person we'll end up not

wanting to sell to, because they're being unethical or manipulative about it. Absolutely. So I think that's very, very important. I think a lot of times people get manipulated. And they feel like whoever just manipulated them got the best of them, because they were thinking a couple chess moves ahead. Or they've indeed read this book or studied this psychological principle. That was, you know, just a couple steps ahead of us. And so people know they've been manipulated, but they really can't describe exactly what happened here. What does manipulation look like, in everyday terms, when x, y, or z happens to us? We've been manipulated, fill in those blanks?

B

Brian Ahearn 32:23

Well, sometimes you just know, in your gut, you can't put your finger on it. But you know, you don't feel right about the situation. And I would tell people and I know Cialdini would tell people. In fact, at the end of every one of his chapters in his book, he gives you ways to defend yourself against these principles, if you think that they might be used manipulatively against you. And one of the things that he talks about is when you have that feeling inside, that you can't necessarily describe, because your senses are taking in things that in the moment, you might not be able to put into words, but you just know you don't feel right about moving ahead. You should trust your gut in that moment and say, wait a minute, I want to put the brakes on this. I don't feel right about it.



Scot McKay 33:10

Now, I got to be fair with you here. You are following a guest, Dr. Gleb zipursky, who came on this very show just last week, just last time for you guys who may be listening to this later on when it first came out who said the exact opposite. He said don't trust your gut, your guts a liar? How do you reconcile that?

B

Brian Ahearn 33:29

I think what Gleb is talking about most of the time is making these large business decisions on these go ahead because it feels right. But as a survival instinct, we, as humans, over the course of history have had an internal sense of when things were wrong. That's why we become alert, you know, and it could just be a noise in the woods, but all of a sudden, you're on alert. It's a survival instinct. And I think that when you're in a situation where something is telling you stop, which is very different. I think when when Gleb is talking about go, we don't care what all of this says we just know this is the right thing to do. I think you are better off listening to your gut and not moving forward with something until you can really think it through and sort it out. And that part, I know he would be all in

favor of taking more time to make a decision.



Scot McKay 34:21

Yeah. Okay. So the intersection between what you guys are talking about here is basically that Harvey Mackay quote that I cited on last week's show, which is when you make decisions with your heart, you get heart disease, but you guys were in agreement on that. So what happens here is if someone's just making you feel bad about this decision that you have to make or this partnership you're going to enter into chances are the person who's doing the manipulating knows you're not comfortable with that. And instead of trying to make you feel more comfortable legitimately, they're just trying to plow through you and get what they want.



Brian Ahearn 34:55

Absolutely. And I think an honest upright salesperson would say Scott, I'm getting a sense, just in terms of our conversation and what I'm seeing that you're not 100% on board with this. Is that the case? And then you've got this free to me, Well, yeah, I'm, here's what I'm feeling, can I have an opportunity to address those? Because I believe in our products, and I think our customers are happy, I would hate for you to walk away and not make a decision that could be in your best interest. Can we talk about it? And I think that's a very legitimate and if you come back and say, I need time to sort my thoughts out, Brian, then I would ask for a commitment. Scott, would you commit to me then at least we talk sometime tomorrow afternoon. Is that fair? And now you're thinking like, oh, finally, a salesperson who gives me some breathing room? Yeah, I will think about it. We'll have a conversation tomorrow at 230.



Scot McKay 35:44

Now, how would you modify what you just said, to fit the circumstance of a guy looking to spend some time with a woman, maybe he's just met, or maybe he knows her socially. But he would like to go out with her. And she's saying, Well, I don't give my number to strangers, or I just don't know, or let me think about it. Or maybe we should just be friends first.



Brian Ahearn 36:03

I don't think there's anything wrong with being friends. First, I would ask well, you know, what do you do with your friends? I mean,



Scot McKay 36:11

love it, actually.



Brian Ahearn 36:12

And, you know, would you be open to me hanging out with a group of your friends so that you can see the character that I have, if somebody said, I don't give my number out? And I might say, could I give you my number, I would really enjoy spending some time with you here. I'll give you my number. And, and we'll see what happens from there. There are still other avenues. And if this is something, you know, in, you've alluded to this in the sales world, that when objections come up, if you've been selling something for any length of time, you generally know what the objections are going to be. So you think about how you're going to respond to those, if I were dating, and really enjoyed dating wasn't looking necessarily to settle down, I'd be thinking about, what are the typical push backs that I hear? And how am I going to deal with those, not that every person is going to ultimately go, okay, but I'll probably have a lot more saying, okay, because I've thought through how I want to respond. And even that question that was just off the cuff will tell me, what do you do when you hang out with your friends, is something that someone could employ?



Scot McKay 37:12

Absolutely. And I think a great sign of maturity in this is not taking everything personally. so darn Personally, I mean, there's nothing worse than a sales guy who feels offended if you don't want to buy his product. I mean, that feels a little manipulative and cheesy, in and of itself, even though it might be genuine because of this person's issues. You know what I mean? Just Man, what a tangled web. As I say so often



Brian Ahearn 37:37

what I what I've found with that, too, is if somebody says, No, I just asked them, could I stay in touch with you, because inevitably, things change. And if you get at a point, where you think that what I do is the right thing for your organization, I want to be top of mind. And if someone says, Yeah, that would be fine. And I asked him, what's a good cadence every couple months, once a quarter, a couple of times a year. And once they come back and say, you know, and touch base every quarter, what I find Scott is, even if they don't reply, if I leave a voicemail, or I shoot an email or something like that, what I'm starting to find is those occasional touches over the course of time. Now I've got clients who are coming back to me, and having individuals say, I spoke to Rick and Rick said I needed to call you. It's because I stayed in touch with Rick. So I would encourage anybody don't get

offended. Just ask, you know, could I stay in touch with you? What's the right cadence? And then you got to make sure that you do that. And you will be pleasantly surprised at how often people start reaching back to you because now the time or the need is right.



Scot McKay 38:42

You know, there's no doubt that wisdom and solid decision making, as we've talked about, in the past on this show, cause people to think very highly of you. But what you've really driven home today, extremely powerfully, Brian, is that true influence is all about making life better for someone else. It's all about how can I help someone else's life be better, whereas manipulation is self serving? It seems to me like that's kind of the Golden answer to this big question, this \$64,000 question, if you will, of what the difference between influence and manipulation really is so thank you so much for that. I'd like to point these guys to your book, gentlemen, you can get a copy of influence people powerful everyday opportunities to persuade that are lasting and ethical by going to a special link that I've set up for you which is [www dot mountaintop podcast, calm front slash influence i n f l u e NC](http://www.mountaintoppodcast.com/calm-front-slash-influence-influence-nc). When you get there, you'll be able to get a copy of Brian's book. It's very highly recommended. Lots of people are reading it and that is truth. So there's nothing manipulative That statement and is absolutely true, but hopefully it will influence you to want to get in on that party. Also, I've also put Briony hears books of which there are several at the top of my queue on my Amazon influencer page, which you can reach by going to [mountaintop podcast conference slash Amazon](http://mountaintoppodcast.com/conference-slash-amazon). Brian, what a great conversation and man, different angles on this topic once again, like I say, often on the show that we've never talked about before, and I'm greatly appreciative of that and the work you do. Thank you, sir.



Brian Ahearn 40:29

Oh, thank you. It's my pleasure. Um, anytime you want to have me back, Scott, I'd be happy to come back. Fantastic. I'm



Scot McKay 40:35

sure that'll happen sometime in the near future. So guys, if you haven't gone to mountaintop podcast comm lately, the first thing you should do, when you get there is click the red button in the upper right hand corner. And let's talk about where you are right now where you want to be in the spirit of this entire conversation. If doing a coaching program is the right move for you, we'll set it up we'll do it in a way that gets you from where you are right now to where you want to be. If you're not into a coaching program,

that's perfectly okay to is fantastic for me to talk to you guys. So I can keep my finger on the pulse of what's going on out there. So I can do better work for you guys. If the right move for you is to get one of my programs or two or one of my books and download it and dig into that we'll make that decision together as well. But the first step is to go to mountaintop podcast.com click on the red button in the upper right hand corner get on my calendar won't cost you a dime the first 25 minutes is free. And if it's longer than 25 minutes at first time by the way, it's still free somebody asked me that this week and it was pretty good question so let's clarify that. Anytime you talk to me for the first time it will be free of charge for you. Also please visit origin and main and heroes soap company while you're at mountaintop podcast calm both of those longtime sponsors of our show are all about setting you up to be the most masculine man you can be or is it a man great boots the best jeans you've ever worn, stylish and functional. I wear mine all the time and great supplements over origin labs. Just like I said, it's all about you being the best man you can be stylish and healthy. Over here. Oh soap that hoppy smell great, look great. They'll clean you up and all without any Falaise parabens or any bad substances in there that will well frankly make you less of a man you can go to mountain top podcast conference slash origin or mountain top podcast calm front slash heroes soap to visit either of those sponsors or you can click directly from the website and when you do business with our sponsors please please use the coupon code Mountain 10 with either of our sponsors so they know I sent you and until I talk to you again on the next episode This is Scott McKay from x&y communications in San Antonio Texas. Be good out there.



Edroy Odem 42:59

mountaintop podcast is produced by x&y communications All rights reserved worldwide. Be sure to visit WWW dot mountaintop podcast.com for show notes. And while you're there sign up for the free x&y communications newsletter for men. This is Ed royal speaking for now