**Open Your Class with This Today**

***To Sell Is Human: The Surprising Truth About Moving Others***

“Persuasion is often more effectual than force.” – Aesop

**Directions:** Use your knowledge of persuasion techniques to convince people to buy a product of your choice (clothing, CD, car, books, etc.). Be sure to define and apply each of the following to the situation.

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| **Method of Persuasion** | **Definition** | **Application to Situation** |
| **Central Route to Persuasion** |  |  |
| **Peripheral Route to Persuasion** |  |  |
| **Foot-in-the-Door** |  |  |
| **Door-in-the-Face** |  |  |
| **Reciprocity Norm** |  |  |
| **Mere Exposure Effect** |  |  |
| **Sleeper Effect** |  |  |
| **Scarcity** |  |  |