

A herd of water buffaloes is captured in a dynamic, forward-moving stampede. The central buffalo is the most prominent, facing the viewer directly with its large, curved horns and dark fur. It is running on a dusty path, and a cloud of brown dust is kicked up around its legs. Other buffaloes are visible in the background, some slightly out of focus, creating a sense of a large, powerful group. The lighting is natural, suggesting an outdoor setting during the day.

# LAW OF THE STAMPEDE

The Unseen Triggers That Stimulate Demand

# Create a Domino Effect

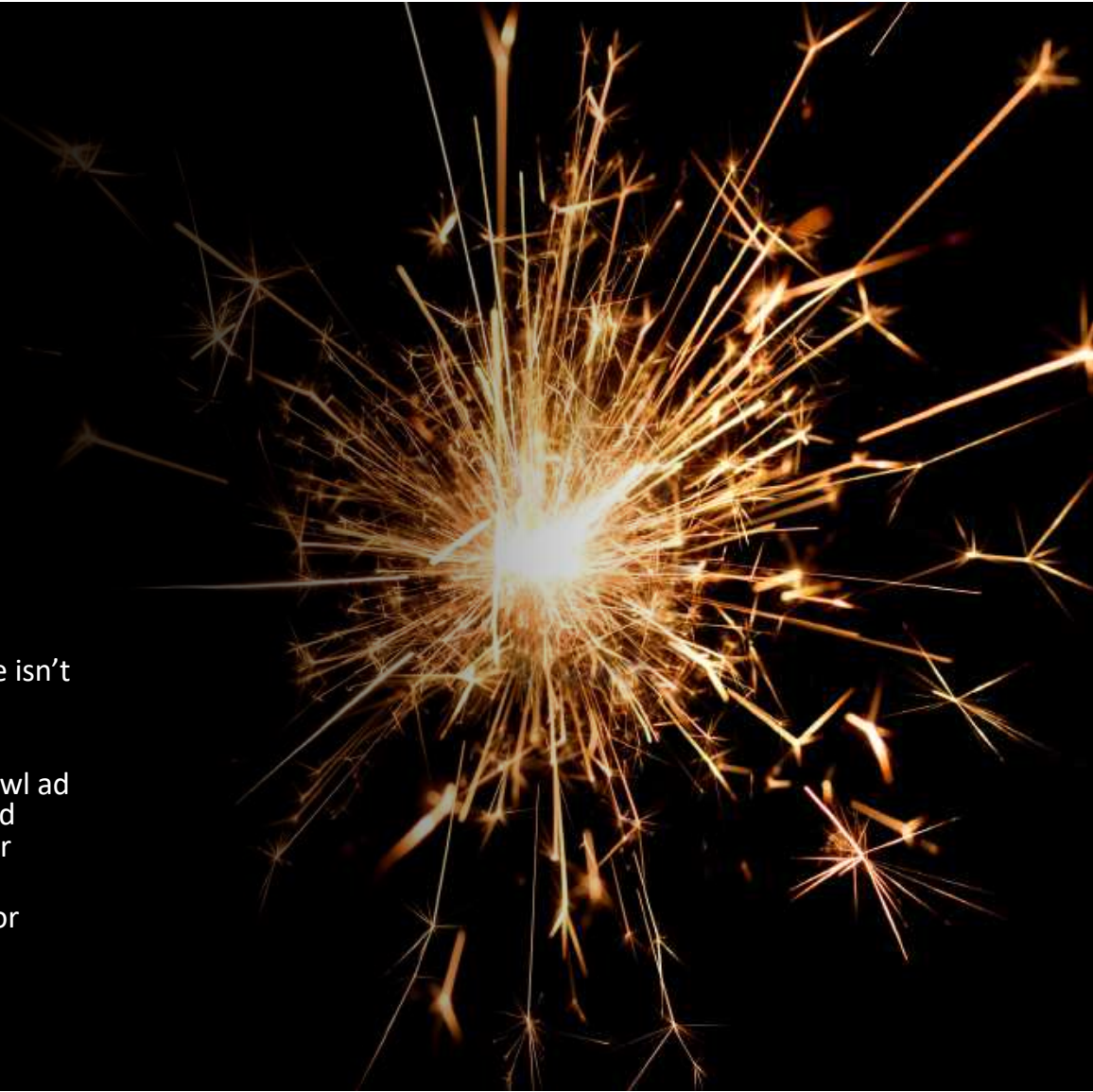


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## It Starts With a Spark

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- Normally a stampede is running away from something. We want to create a stampede running towards something.
- Use a pattern interrupt
- When the **Day of Pentecost** had fully come...
  - Timing is important: Can't start a stampede if there isn't anyone around
  - Where and when are your prospects gathering?
  - Companies pay \$7 million for a 30 second Superbowl ad but they reach 100 million viewers and are watched repeatedly, via YouTube, for years, if they are clever enough.
  - Tie into trending events like Superbowl, Olympics or other trending things.





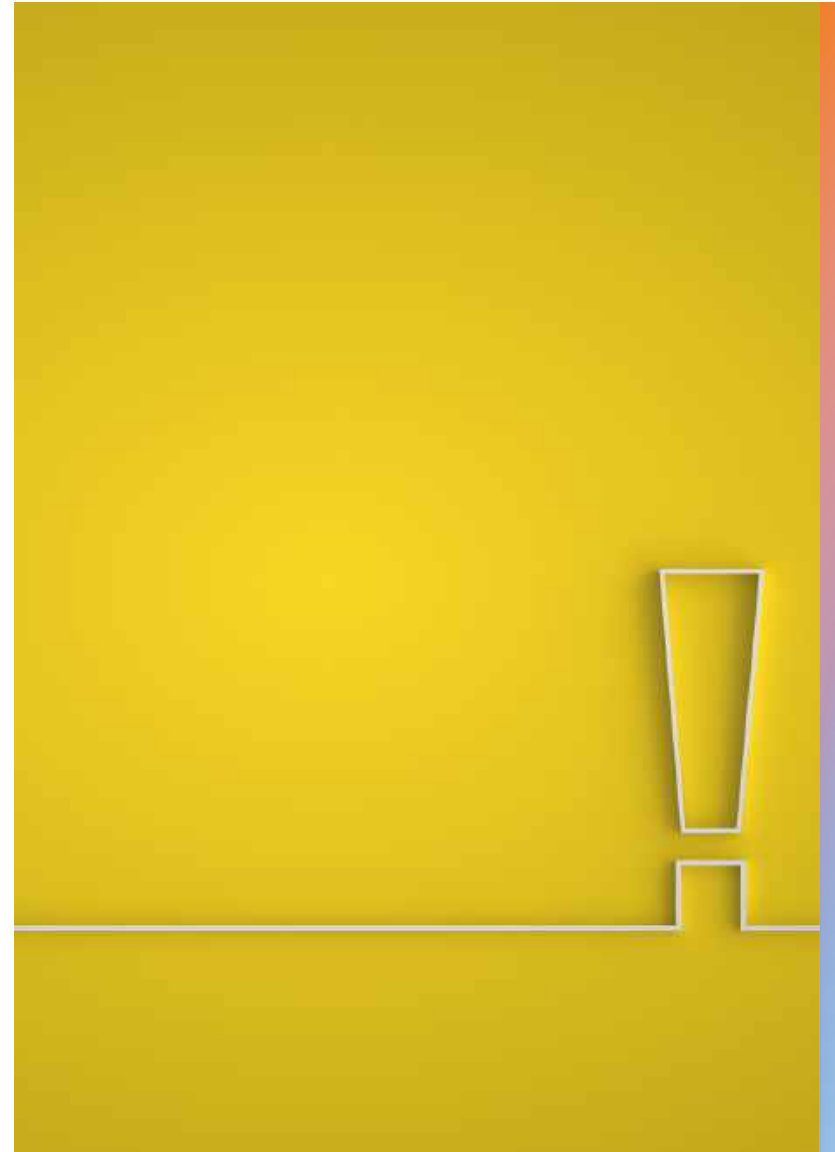
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## It Starts With a Spark

- And **SUDDENLY** there came... (Dramatic)
  - Burst onto the scene / Creates impact
  - We interrupt this program to... News Alert
  - Flash Sale / Use the unexpected. (Ucluelet, B.C. – 2 AM)
  - Duncan sisters... “We’ve been singing all day long...”
  - Eagle with Professional Buyers Guild
- What could “SUDDENLY” look like in your business?
  - How about an unexpected package delivery?
  - How about an unexpected shoutout in the media?
  - How about an unexpected kindness?

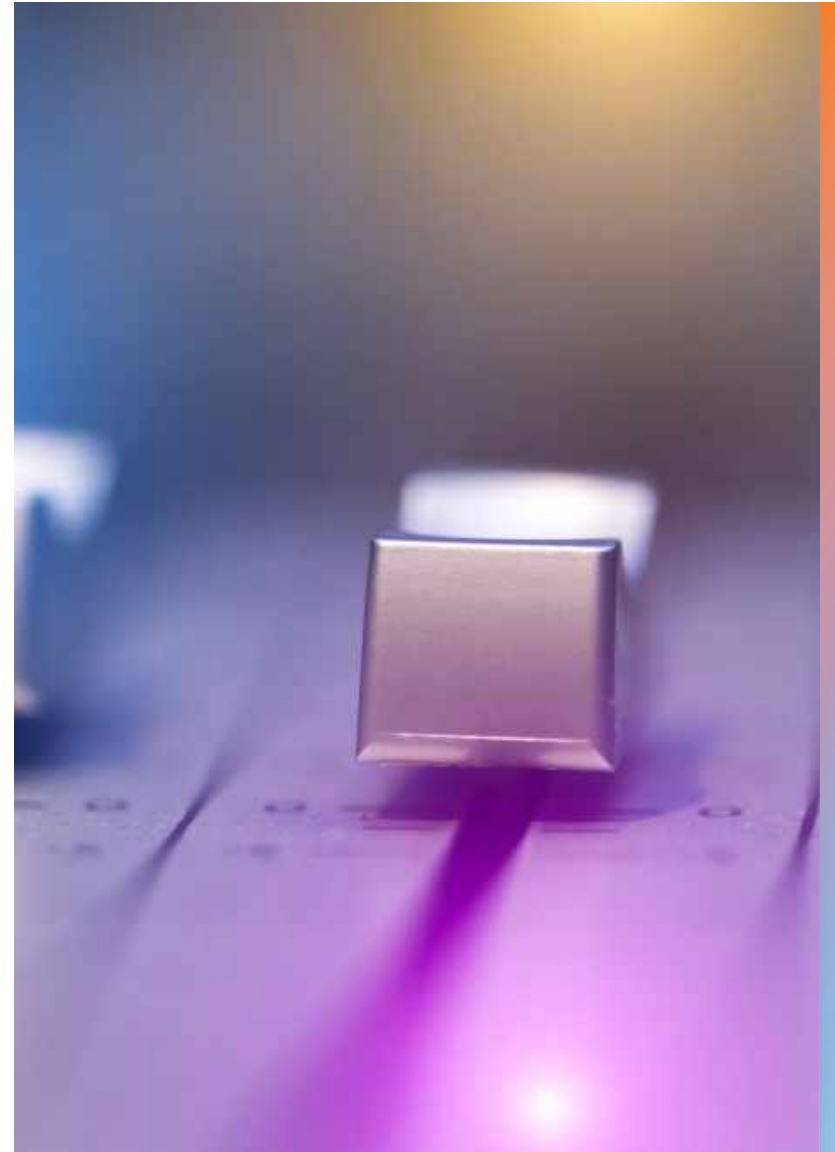
# The SOUND

- A **sound** from heaven, as of a *rushing mighty wind*, and it filled the whole house where they were sitting. (They heard something)
  - This had speed and volume. Not humdrum. Implied importance!
  - National anthem at ball games. Not just 2 minutes of silence looking at the flag.
  - Sirens. Think of all the sound alerts on your phone. (Not just visual)
  - A picture worth 1000 words, but a well chosen word is worth 1000 pictures
  - Auditory messaging has some advantages that visual messages don't.
    - Some people comprehend what they hear, better than what they see.
    - Sound can carry emotional nuances such as tone of voice, inflection, and emphasis that visual alone may not. This can influence how the message is interpreted and its emotional impact on the listener.



# The Impact of Sound on Behavior

- 1. Attention and Focus:** Background music with a moderate tempo and rhythm may enhance concentration and productivity in work environments.
- 2. Motivation and Engagement:** Upbeat music or energetic rhythms, may increase motivation and encourage active participation in tasks or activities.
- 3. Memory and Learning:** Research suggests background music with a slow tempo and low volume may enhance learning and memory recall during study sessions.
- 4. Mood Regulation:** Pleasant and soothing sounds, such as nature sounds or calming music, may help reduce stress, anxiety, and agitation, leading to more positive behavioral outcomes. (Helpful if meeting client in your office for a big decision)



# The Impact of Sound on Behavior

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- 1. Social Interactions:** Background music in social settings can help establish a positive atmosphere and facilitate communication among individuals.
- 2. Environmental Behavior:** The presence of background music or ambient sounds in retail environments can impact consumer behavior such as shopping duration, purchase decisions, and overall satisfaction with the shopping experience.
- 3. Alertness and Safety:** Sound frequencies can also play a crucial role in alerting individuals to potential hazards or dangers in their environment.

How can you use sound to impact your message?

- Soundtracks on ads
- The tone in which you communicate. (Excited, caring, etc.) Authentic tone is powerful



## Impact of SIGHT

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- Then there **appeared** to them divided tongues, as of FIRE, and *one* sat upon each of them. (They saw something)
- *“As wonderfully rational as we are, and as incredibly computer-like our minds, our brains crave pictures (images) the way a child craves candy.”* (Anne Miller, Metaphorically Selling)
- Einstein said, *“If I can’t see it, I don’t understand it.”*



# Visual vs Auditory

- Receptors in the eye send information to the brain through two nerves, each consisting of 1 million nerve fibers.
- Neurons devoted to visual processing number in the hundreds of millions and account for 30% of the brain's cortex.
- By comparison, each of your auditory nerves consists of a mere 30,000 fibers, and the neurons devoted to auditory processing account for only 3% of your cortex.
- We remember 20% of what we hear, 80% of what we see, but when images are vivid (memorable), we remember 95%!
- When you can't show images, use words that create images in their mind.





## How Can You Use a Visual to Trigger a Response?

- Create a video <https://www.michaelpink.com/oem/> (Copyrighted video. Do not share)
- Find an image that touches an emotion relevant to your offer
- Show them car, the boat, the object, whatever it is.
- Pay attention to the visual quality.
- Pink's Postulate: You can deliver 90% of the impact for 10% of the effort / cost if you know where to look.



## The BIG PROMISE

- *“And they were all filled with the Holy Spirit and began to speak with other tongues, as the Spirit gave them utterance. Then they were all amazed and marveled... “we hear them speaking in our own tongues the wonderful works of God.” (Highlights / Headlines)*
- This is where you introduce what I call the BIG PROMISE. The maximum benefit.
- It is usually helpful to contrast that with the opposite (John 10:10) What are the pains, hassles and problems of inaction?



## The CERTAINTY

- People crave certainty.
- “Have I not written to you excellent things of counsels and knowledge, that I may ***make you know the certainty of the words of truth***, that you may answer words of truth to those who send to you?” (Proverbs 22:20-21)
- They want to minimize risk. What do they believe the chances are that they will achieve the outcome you are promising?
  - Will you deliver? / Will your offer deliver/ Will they personally be able to get that result?
  - Use authority, guarantees, social proof.



## The CERTAINTY

- The greater the lack of certainty, the higher the perceived risk and the less likely they will purchase. Therefore... Provide as much evidence as possible.
- Contrast the risk of not getting the desired result with the certainty of continuing to be in the same rut with the same problems if they don't take action.
- Guarantees are good, but not always reasonable... (i.e. "If you want a guarantee, buy a...")
- Stalled at \$22 million. Went to \$30 million in 6 months.

## The WHEN

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- People naturally want to know WHEN the promise becomes a reality.
- “Tell us, **when will** these things be? And what *will be* the sign when all these things will be fulfilled?” (Mark 13:4)
- “**When will** You comfort me? **When will** You execute judgment on those who persecute me?” (Psalm 119:82 – 84)
- How long will this take compared to my current trajectory? What is the speed of the result vs slowness of status quo?
- Belief affects speed because it affects customer’s input (i.e. my sales training)





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## The TRADE

- What money or effort am I trading for the result?
- Is this going to be easy or hard?
- Is this going to be expensive or cheap?
- Contrast ease and simplicity with current difficulty and sacrifice
  - Automobile vs caring for a horse

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## The WHO (Not the band)

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- Remind your prospect what they will gain from this purchase in terms of status or well being.
- Point out the people who will give them the status and recognition
- (i.e. happy wife, a hero to your kids, admired by coworkers, etc.)





## TIME TRAVEL

- What did the past look like without what you are offering?
  - When I was a kid...
- What does the present look like?
  - When I look in the mirror...
- What could the future look like?
  - Look at the future you.



## The DETAILS

- “But Peter, standing up with the eleven, raised his voice and said to them,... And with many other words he testified and exhorted them, saying,” Acts 2:11, 40
- The full presentation

# Presentation Strategies of Peter

(87 in all)

## Introduction

- ✓ Opportunistic: TIMING
- ✓ Frame The Presenter
- ✓ Clarify The Target



## Body of the Presentation

- ✓ Debunk False Beliefs / Major Objection
- ✓ Introduce The BIG PROMISE
- ✓ Contrast their error with truth

## Close The Deal

- ✓ Hand hold (Next Steps)
- ✓ Promise (Guarantee)
- ✓ Seal the deal (Social Proof)



## Top 10 Word of Mouth Strategies

1. Deliver exceptional customer service
2. Offer high quality products or services
3. Create shareable and/or memorable customer experiences
4. Implement a referral program
5. Encourage user-generated content (experiences, testimonials, reviews, etc.)



## **Top 10 Word of Mouth Strategies**

6. Leverage social media
7. Build a strong online presence
8. Host events and promotions
9. Tell compelling stories
10. Create share-worthy content



## The BRAND

- Building a strong and positive brand image contributes to the stampede effect. A well-established and reputable brand is more likely to experience a surge in sales when launching new products or promotions.
- Social proof can be future if you have none now. It's called **Future Social Proof**. I.e. The BI at Spring Arbor in 1988.



## Social Proof

- Also can borrow the social proof of others similar. More likely something that is trending, but not there yet. (i.e. trends in self-publishing)
- Don't talk about how many people doing the wrong thing... Talk about how many are turning away from the wrong thing.