

You Must Read This Article Because... by

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In a legendary experiment, social psychologist Ellen Langer sent students to jump the queue to use a very busy university library photocopying machine.

Students who just asked to jump the queue were turned away about half the time.

However, those that offered a reason (“May I cut in line to use the copier because my Professor will fail me if I don’t get this to him in five minutes”) were successful in jumping the queue 94% of the time.

Amazingly even offering a lame reason (“May I cut in line to use the copier because I need to make some copies”) succeeded 91% of the time!

The magic word appears to be “because”. It gives the customer a reason to go ahead.

Simon Hazeldine

Why should you try this out with your clients? Because...it works!

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