

TABLE 8.5 Two-Step Compliance Techniques

	Tactic	Description	Illustration (Selling a Vacuum)	Principles
Start Small, Then Increase	Foot-in-the-door	Start small and, after securing commitment, proceed to a larger request.	Ask to demonstrate how the vacuum works or get the person to agree it is important to have a clean house.	<ul style="list-style-type: none"> • Self-perception processes • Consistency and commitment
	Lowballing	After securing a commitment to a specified price, increase the price.	Get person to agree to buy the vacuum for \$125, then increase the price to \$150 when the boss balks at the deal.	<ul style="list-style-type: none"> • Psychological commitment • Postdecision dissonance reduction • Perceptual contrast
Start Large, Then Decrease	Door-in-the-face	Start large and, after the request is denied, counter with a smaller request.	Ask person to buy a professional rug cleaner for \$500. When the person refuses, offer to sell the vacuum for \$150.	<ul style="list-style-type: none"> • Norm of reciprocity • Perceptual contrast
	That's-not-all	After introducing a product, increase the value by decreasing the price or adding extras.	Start with a selling price of \$200 and then drop the price to \$150 and throw in a floor sweeper for free.	<ul style="list-style-type: none"> • Norm of reciprocity • Perceptual contrast