DOMINIK MESSIAEN
SPREKER/KEYNOTE SPEAKER

HANDOUT TRENDFACTORY - 1 October, 2026

Drive growth with smart influence techniques

Use one technique each week and practice until it becomes automatic. Before you know it, you'll stand out in every conversation.

Mental Rehearsal: imagine, rehearse, apply

Imagining a conversation activates some brain networks also involved in real conversations. Mental rehearsal helps you prepare how you want to respond.

Practise for a few minutes each day, after your morning coffee. Then apply what you just rehearsed in real conversations.

👉 **Quickhack 1:** picture an upcoming client conversation through your own eyes. Hear your client's questions and objections. Imagine yourself listening carefully and responding calmly and confidently. Which influence techniques fit this situation? Rehearse your exact words while staying open to your client's responses. Add details until the conversation feels realistic.

👉 **Quickhack 2:** use mental rehearsal to practice actually asking for the order: 'It sounds as though this fits what you need. Shall we confirm the order?' or 'If we can agree on the price/delivery date, do we have a deal then?'

Agreement Frame: agree with their reality before adding yours

When a client makes an objection, most people instinctively say 'I understand your point but...'. Unfortunately 'but' psychologically cancels much of what came before it. That's why the customer hears 'You're wrong'. Instead use this formula***: 'I understand that... and at the same time... So what I suggest is...'***. This way you accept the customer's reality and introduce another perspective without contradicting them.

👉 **Quickhack for 'Your price is too high'**

❌ 'I understand you might think we're expensive but...'

✅ *'I understand that* price matters, especially when you need to protect your margin. *And at the same time*, the cheapest purchase price doesn't necessarily create the best commercial opportunity for you. *So let's compare what* your customer actually receives and what you can earn on the total project.'

=> you don't fight the price objection. You expand the comparison.

Dominik Messiaen
Postbaan 27
2910 Essen, België
0032 499 27 68 26
info@dominikmessiaen.be
www.dominikmessiaen.be
IBAN: BE98 0682 2418 3393
BTW: BE 0848.849.572
dominikmessiaen

👉 **Quickhack for 'My customer hasn't decided yet'**
❌ 'I understand your point but we need a decision soon.'
✅ 'I understand that your customer needs time to decide. And at the same time, waiting too long reduces the options we can keep open. So let's work backwards from their required delivery date'

=> you acknowledge the customer's reality and show that time also has consequences

👉 **Quickhack for 'We already have a supplier'**
❌ **'**I understand but we are different.'
✅ 'That makes perfectly sense. And at the same time, you probably have projects where a generic promotional product isn't enough. That 's exactly where a premium brand like Rituals can give you another option'

=> you don't ask them to abandon the incumbent supplier. You create a new category for premium gifts

👉 **Quickhack for 'The IND has a limited budget'**
❌ **'**I understand but maybe we can convince him to spend more.'
✅ 'I understand that the budget is fixed. And at the same time, you still want the gift to feel valuable when it is received. So let's look at which Rituals option creates the strongest perceived value within that budget.'

=> you don't argue against the budget. You work within the constraint. This makes you feel like an adviser.

Loss frame: people act to avoid loss

People are more motivated to avoid losses than to achieve gains. Losses typically feel about twice as strong as equivalent gains. That's why you should show the realistic consequence of delay, choosing only on price, or missing the opportunity.

👉 **Quickhack 1: losing revenue by competing only on price**

Gain frame: 'Rituals gives you more revenue.'

Loss frame: 'By competing only on price, you may win the order and still lose the bigger commercial opportunity.'

👉 **Quickhack 2: losing the recipient impact**

Gain frame: ‘Rituals creates a memorable experience.'

Loss frame: 'What happens if the company spends thousands on Christmas gifts and nobody remembers them three weeks later? The real loss isn’t the price difference. It’s paying for a gift that creates almost no lasting impression.'

👉 **Quickhack 3: losing availability by delaying**

Gain frame: ‘By ordering quickly, you keep all options open.'

Loss frame: ‘You don’t need to decide today. And at the same time, every week you wait several options might disappear'

Important: only use real scarcity! If not, it becomes manipulation.

👉 **Quickhack 4: losing time through complexity**

Gain frame: ‘We save you time.'

Loss frame: 'How much time does your team spend sourcing products, checking availability, collecting visuals and coordinating several suppliers? The real cost isn’t just the product price. It’s also the hours your team loses rebuilding something that is already ready to gift.'

For the highest impact, combine the agreement and loss frame. Let's say the BGD says: 'My customer isn’t ready to decide yet.' Respond:

“I understand that they need more time.” => you agree

“And at the same time, the closer we get to Christmas, the fewer options we may be able to guarantee.” => you show the potential loss

“So shall we check availability now and agree on the latest safe decision date?”

=> you show the next step

Another combination for price:

'I understand why you want to protect your margin. And at the same time, choosing purely on purchase price may mean giving up a much higher-value sale. So before we discuss discount, let’s calculate the commercial value of the complete project.'

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Anchoring: set the reference point

Your brain automatically looks for a reference point and compares everything that follows to it. Therefor, set the anchor yourself. Everything that follows will be judged against it.

👉 **Quickhack 1: start with your premium product first.** That serves as an anchor for the rest of your offer: 'If your customer really wants the wow effect, this is our Premium Advent Calendar.' Show it and let them experience it. Then continue with “If they want that Rituals experience at a more accessible level, the Classic version is the obvious alternative.' The second option now feels more accessible relative to the premium reference point.

👉 **Quickhack 2: use the delivery date as a time anchor and work backwards. '**You need the gifts delivered by 5 December. That means final quantities by X. Order confirmation by Y. So the customer decision needs to happen by Z.' Now the customer is not reacting to sales presure. He's responding to a calendar constraint.

👉 **Quickhack 3: anchor on the business opportunity.** 'How many employees or clients will receive the gift?' Follow with: 'What does this total project represent in turnover for you?' Now the customer has mentally anchored on the size of the commercial opportunity before looking at a unit-price difference. Suppose the project represents €40,000 in BGD revenue. A €0.50 unit-price discussion now sits inside a very different mental context.

👉 **Quick Win 4: underpromise, overdeliver:** people don't judge absolute value, they judge value versus expectation. That's why you should **stick to the procedures and set a slightly conservative anchor.** Result: as you exceed the mental benchmark, the client feels a ‘win’. This increases satisfaction disproportionately and makes future business a lot easier.

Priming: direct attention before the decision starts

What you say or show first shapes how your client experiences everything that follows. Subtly plant the right ideas upfront. This way the client considers you as a recognizable retail brand that offers premium employee appreciation and saves the customer a lot of time and energy.

You can prime by letting them **experience and smell the samples**. Another great way is by starting the conversation with a **question that opens the right mindframe**.

👉 **Quick Win 1: prime appreciation before showing products**

Instead of opening with 'What products are you looking for?',

ask: *'How do you want the recipients to feel when they receive the gift?'*.

Follow up with *'What should they remember about the company giving it?'*

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Now the customer evaluates the product through appreciation, emotion and memory. And not through product specifications and price.

👉 **Quick Win 2: prime repeated memory**

'How long would you like the recipient to remember the giver?'

Let the customer answer, then show the product: 'That is why this is interesting. Every shower becomes another reminder.'

👉 **Quick Win 3: prime decision criteria in the quotation**

First remind them what they said matters: premium employee appreciation, recognizable retail brand, ready-to-gift solution, real-time stock visibility, required delivery date.

Only then present the commercial offer. You **simply remind the customer of their own decision criteria before the price enters attention.**

Commitment and Consistency

In Q4 Trendfactory processes an extreme amount of orders. The only way to manage this, is if everyone is consistent and **sticks to the processes**. So keep exceptions to an absolute minimum, respect the systems and follow procedures. And keep in mind: **underpromise, overdeliver**! Avoid promising something Operations can't deliver. It hurts everyone, especially the sales reps. After all, it's hard to win repeat business from an unhappy customer.

👉 **Quickhack:** if a customer asks for an exception, then always first check whether a standard solution solves it.

Double Bind: give a genuine choice between two routes

Give two options where both lead to your goal. It feels like freedom, and at the same time it guides action. Use this technique only after the customer has shown genuine interest or commitment.

👉 **Quickhack 1: gift set or advent calendar**
❌ 'Are you interested?'
✅ 'For this Christmas project, would a Rituals Gift Set fit better, or would you prefer the stronger countdown experience of the Advent Calendar?'

👉 **Quickhack 2: wider reach or stronger impact**
❌ 'Is this too expensive?'
✅ 'Would you rather reach more recipients with the Small Gift Set, or create more impact per recipient with the Medium Gift Set?'

=> customer chooses between two benefits, not between good and bad (cheap or expensive)

👉 **Quickhack 3: classic or premium advent calendar**
❌ 'Let's move forward with this.'
✅ 'Does your customer want the Classic edition for broader reach, or the premium version for maximum wow effect?'

👉 **Quickhack 4: choose the next step**
❌ 'Let me know what you think.'
✅ 'Do you prefer I call you Tuesday morning, or Wednesday afternoon?'
✅ 'Would you prefer to review this with your customer yourself, or shall I join you for fifteen minutes?'
✅ 'Should I send you a customer-ready proposal, or shall we first check the live stock together?'

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