

Principles of Influence Posttest

Please print the posttest and answer the questions. Give your completed posttest to your trainer. Your trainer will check your answers and let you know your score. Completing the posttest with a score of 80% or better means staff pass the course.

1. The best way to get participants to like us is to:
 - a. Explain the value of the information you provide
 - b. Offer incentives such as certificates of achievement.
 - c. Like them first
 - d. Offer a friendly handshake.

2. Ways to increase likeability that take 30 seconds or less include: (Check all that apply)
 - Explain that we cannot grant a request because of our policy.
 - Greet participants with a smile
 - Greet participants by using their name, or by using the names of their children
 - Suggest a transfer to a clinic with shorter waiting times

3. Which of the following is an example of how we can increase our likeability to participants?
 - a. Offer other solutions if we cannot do what the participant requests.
 - b. Explain to participants that we can help them more quickly when they bring the documentation required for the appointment.
 - c. Suggest that they speak with the supervisor instead.
 - d. Keep your eyes on the computer screen so participants see that we're working as quickly as possible

4. Which of the following statements about the Principles of Influence are true? (Check all that apply)
 - More research is needed to show whether the Principles of Influence are effective in promoting behavior change.
 - Principles of Influence can be used to help people make decisions.
 - Providing excellent customer service is all that is needed to help people make changes in behavior.
 - Principles of Influence help WIC counselors make emotional connections that lead to more positive changes in behavior than facts alone.

5. The Principles of Influence include the following:
 - a. Liking, Redundancy, and Repetition
 - b. Consensus, Rewards, and Consequences
 - c. Authority, Reciprocity and Scarcity
 - d. Health, Nutrition, and Goals

6. We rely on those with more knowledge or wisdom to guide us. This explains the Principle of Influence called:

- a. Reliability
- b. Authority
- c. Commitment
- d. Consistency

7. When someone gives a gift, the person who receives the gift is more likely to feel the need to give a gift in return. This describes the Principle of Influence called:

- a. Reciprocity
- b. Gratitude
- c. Scarcity
- d. Likeability

8. Which of the following is an example of a gift we can give to our participants?

- a. Additional foods on the WIC food instruments.
- b. Changing the infant's formula to the brand mom prefers.
- c. Expressing empathy and listening patiently to participant concerns.
- d. Explaining that delays can be avoided if they bring all the required documentation.

9. Once people say they will do something, they are much more likely to perform the action they stated. This describes the Principle of Influence called:

- a. Consensus
- b. Commitment
- c. Reciprocity
- d. Authority

10. Examples of the Principle of Consistency include which of the following? Check all that apply.

- Participants show up to their appointments more often when told, "You are always on time. We wish everyone was as responsible as you are."
- Telling a participant, "Please be courteous and call us the next time you will be late to your appointment."
- Children generally need to be offered a food 5 to 20 times before learn to enjoy it.
- Ask participants to state the date and time they will see you for their upcoming appointment.

11. "When in doubt on how to act, people look to others like themselves". This is the Principle of Influence called:

- a. Likeability
- b. Uncertainty
- c. Consensus
- d. Skepticism

12. The principle of Consensus can be demonstrated at WIC by which one of the following examples?
- Greeting participants with a smile
 - Asking permission before offering a recommendation about making positive changes
 - Using the participant's name to show respect
 - Displaying photos of other WIC moms on a board which says "We Choose to Breastfeed"
13. Which statements below are examples of using the Principle of Consensus? Check all that apply:
- You need to see the RD because of your child's poor weight gain. RD's have all kinds of recommendations to help children become healthier.
 - Other moms love the attention they get from the RD. They enjoy talking to someone who understands the challenges of feeding children and has practical tips to make it easier and better.
 - I know you're doing your best. I'm sure you want to talk to the RD because they are experts in child feeding.
 - Other moms have found that talking with the RD has made it easier to find ways to help their children. The RD has lots of experience with the challenges that parents face as their toddlers grow and change.
14. The Principle of Authority states:
- People are more likely to make a change when they are told what to do.
 - People trust the recommendations of those who present themselves as likeable.
 - People rely on those with superior knowledge or expertise for guidance on how to act.
 - People who dress professionally have no more influence than those who dress casually.
15. Mentioning a weakness in our case first improves our credibility with participants by showing:
- We do not want to influence their choices
 - We are being open and honest.
 - The information we share may not be valuable to them.
 - The same recommendations will work for everyone.
16. We can increase the trust participants have in the authority and credibility of WIC counselors by doing which of the following? Check all that apply.
- Refer to colleagues using their professional titles.
 - Mention a weakness in your case before offering recommendations
 - Dress casually so that participants are not intimidated by your appearance
 - Act in a way that shows participants you care about their concerns

17. Research tells us that opportunities appear more valuable to us when they are less available. This is the Principle of:

- a. Commitment
- b. Likeability
- c. Credibility
- d. Scarcity

18. We share with people what they will miss if they don't take action, rather than just telling them the benefits of taking action. This technique is called:

- a. Setting the goal.
- b. Improving customer satisfaction.
- c. Framing the loss.
- d. Sealing the deal.

19. Which one of the following statements is an example of Scarcity?

- a. I think you'll love hearing the ideas and concerns of other moms with infants. Can we sign you up for that class?
- b. You missed our group discussion about infant feeding. Can we schedule you for the next one?
- c. Here is your appointment reminder for the infant feeding class. If you lose it please contact us so you don't miss it.
- d. Our infant feeding class has wonderful ideas and questions from other moms with infants. Can we schedule you for a Wednesday since that is the only time it is offered?

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