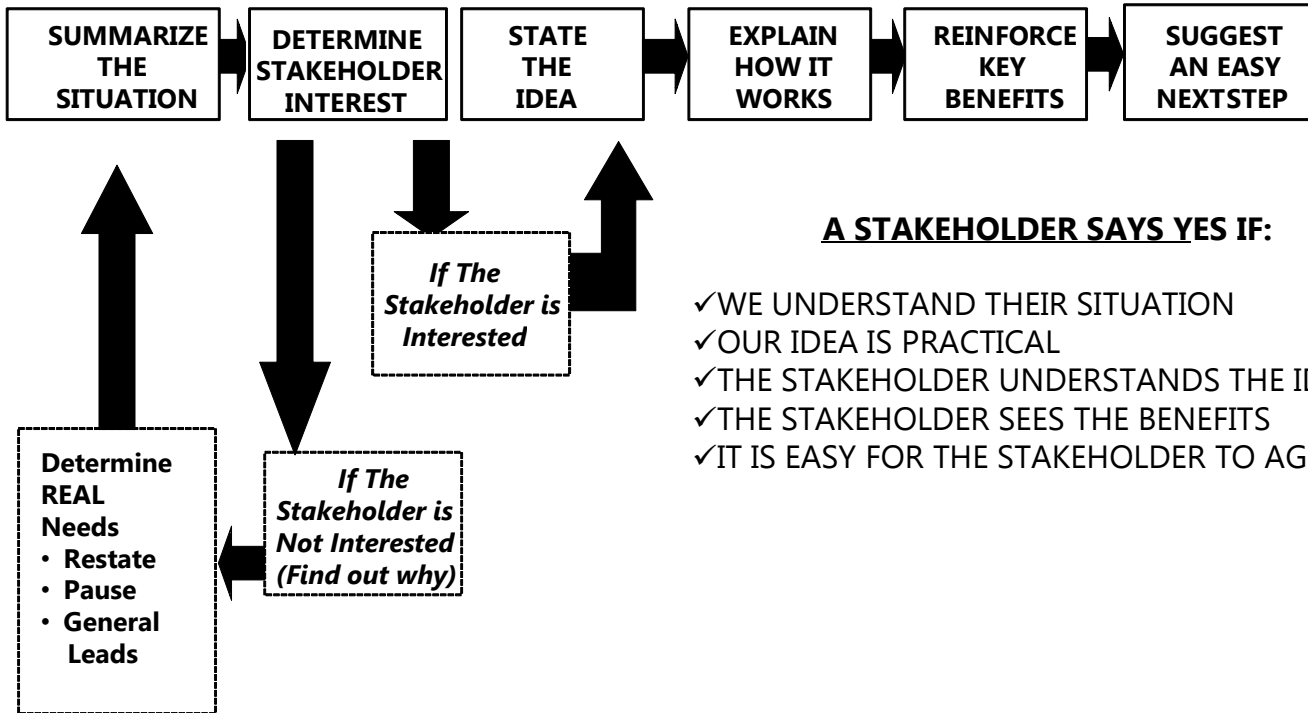


PERSUASIVE FORMULA



A STAKEHOLDER SAYS YES IF:

- ✓WE UNDERSTAND THEIR SITUATION
- ✓OUR IDEA IS PRACTICAL
- ✓THE STAKEHOLDER UNDERSTANDS THE IDEA
- ✓THE STAKEHOLDER SEES THE BENEFITS
- ✓IT IS EASY FOR THE STAKEHOLDER TO AGREE

The 5 Steps of the Persuasive Formula

1. SUMMARIZE THE SITUATION

- Conditions—increased competition, general market picture etc.
- Needs—achieve objectives, increase ROI
- Limitations—time, money, competitive pressures
- Opportunities—lower costs, increase efficiency, build sales, customers

Determine stakeholder interest by using general leads, open-ended questions, restatements and pauses

2. STATE THE IDEA

- Simple, clear, concise?
- Does it meet the need or opportunity?
- Does it suggest action?

3. EXPLAIN HOW IT WORKS

- Discuss who does what, when, where
- Use features and benefits to explain how your idea will meet their conditions, needs, limitations or opportunities
- Give assurance the idea is practical
- Ask questions to involve the decision maker
- Anticipate questions and objections

4. REINFORCE KEY BENEFITS

- Briefly summarize how your idea meets their needs and opportunities as stated in the summary of the situation.
- Distinguish between features and benefits
- Features tell, Benefits Sell!
- Features are the characteristics of your product / or idea
- Benefits are the VALUE of those characteristics to your stakeholder

5. SUGGEST AN EASY NEXT STEP (CLOSE)

- Prepare all follow through materials in advance
- Be POSITIVE! If you've listened to them, your suggestion should be on target
- Make it easy for action to begin
- Action Close Suggest something you can do to get action started. "I'll go back and..."
- Ask for Commitment "Based on this discussion, you are committed to..."
- Offer a Choice: "Start this week or next"
- Ask Open Ended Questions "When do you have to have the program in place by?"
- Be Silent: Put the pressure on the stakeholder to decide

PERSUASIVE FORMULA TEMPLATE

<p>"Hook" them with a compelling condition, need, limitation or opportunity.</p>	<p>Situation</p>
<p>Simple, clear, concise. Suggests action! Linked to the situation.</p>	<p>Idea</p>
<p>Show how easily it can be done. Simple, logical flow. Use features and benefits to explain how your idea addresses their situation.</p>	<p>Explain</p>
<p>Benefits sell the value of the features/characteristics of your product/service. What's in it for them?</p>	<p>Benefits</p>
<p>Have all materials ready Action Ask for Commitment Offer a Choice Be Silent</p>	<p>Close</p>