

Selling Your Ideas Recap Resource

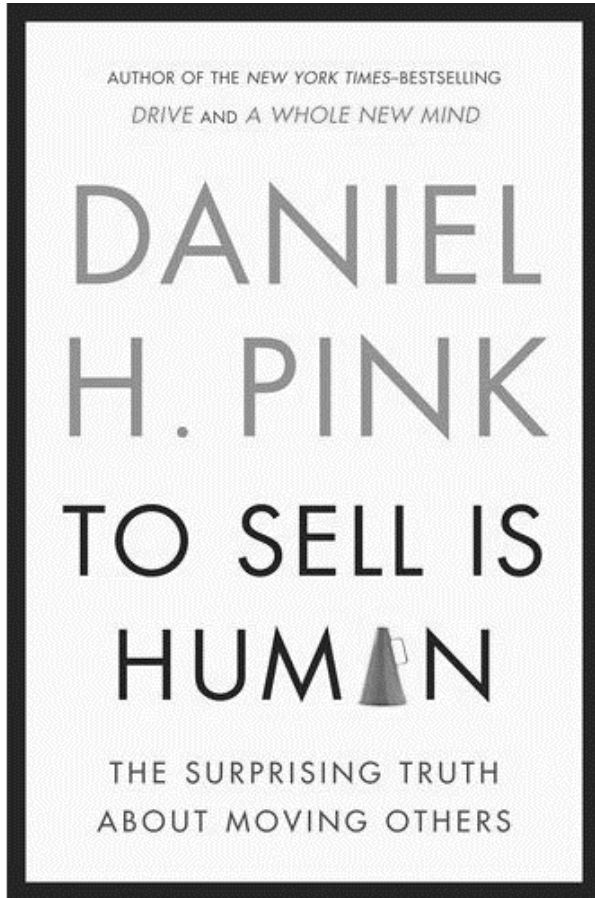
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Sales is about moving people

- Educating
- Persuading

Three Keys to Selling Your Ideas

1. Empathy
2. Storytelling
3. Co-creation



Keys to Selling Your Ideas



Empathy

1. Lead with your ears instead of your mouth.
2. Identify key stakeholders and their roles in idea adoption.
3. Tailor your message to align with their goals or perspectives.

Listen For Their Level Of Need



Common Buying Personas



Non-Influencer
Often Excited



Influencer
Excitement Varies



Decision Maker
Afraid of Failure



Economic Buyer
Protects the \$\$\$

Keys to Selling Your Ideas

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Storytelling

1. Use stories to share data and facts.
2. Consider what you want your audience to **Know, Feel, or Do.**
3. Allow people to stumble upon the truth.

Keys to Selling Your Ideas



Co-creation

1. Provide opportunities for others to contribute to the idea.
2. Design with, not for.
3. Resist requiring compliance to achieve buy-in.

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