**7 STEPS TO SELL YOUR IDEA**

Every single day we are “selling” ideas. We do it on our daily lives; with clients, bosses, shareholders, colleagues, friends and even our family.

Structuring the way you present your idea will help you achieve your goal: that your idea is accepted and applied.

You can practice by doing this exercise; think of a presentation you have to do in the near future and follow the steps. Once you have completed the exercise, you can email it to: [info@womenwhohavesomethingtosay.com](mailto:info@womenwhohavesomethingtosay.com)

**Step 1: Define what you want to achieve with your presentation**

What is it that you want to see happening after you do the presentation? What do you want your audience to think, feel or do? Be objective, for example: “I want them to support my idea, approve the budget”.

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**Step 2: Create an influence map of your audience by answering the following questions:**

How many people are part of your audience?

Are they mostly men or women?

Who’s the most important person to you in your audience?

Who’s the person that can oppose your idea the most?

What influences your opponent?

Map out your audience using the matrix below.

DECISION-MAKING POWER

INFLUENCE

+

+

-

**Step 3: Define your audience’s characteristics**

Once you complete the matrix, you will have a better sense on who you need to focus on to “sell your idea”.

Now, considering the key people in your audience (max quadrant of decision-making power or influence), answer as many questions as possible:

1. Let’s start with the basics…

Male or female?

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What do you think he/she values the most both inside and outside of the workplace? Think of the adjectives used when debating or giving value to something.

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What does he/she reject the most? Think of the negative adjectives he/she uses when rejecting something.

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What are his/her beliefs/ideology?

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Describe his/her personality features.

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Any other characteristics or traits you should be aware of:

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**Step 4: Complete the 7 steps to sell your idea**

1. **What’s your audiences’ goal? What are their priorities/what do they want to accomplish the most?**

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1. **What’s the need? Which is the current problem they consider the most important?**

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1. **What do you propose to do (your idea)?**

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1. **What benefits does your idea have?**

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1. **What are the possible objections that your audience will have in mind? What will your argument to refute any potential objection?**

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1. **How will you present your conclusion? Keep in mind that the conclusion is a summary of the need + idea + key benefits.**

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1. **What are the next steps?**

What are you proposing to do?

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Who has to do it?

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When does it need to happen?

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**Congratulations! You have completed the 7 steps to sell your idea. Please send us the completed exercise to** [**info@womenwhohavesomethingtosay.com**](mailto:info@womenwhohavesomethingtosay.com)