

Persuasion Skills Application Exercise

1. Pick a situation in which you are attempting to influence one of your key stakeholders. What is the **topic**, and who is **the person** you are trying to influence?

2. Describe this individual in more depth.
 - What is their role, and their WIIFM in your idea?

 - Where is there common ground between you already?

 - How do they typically make decisions (how quickly, and based on what)?

 - What else do you know about their Behavioral Style or key motivators?

3. How well do you know this individual already? How much “face time” have you had?

4. In which **Consulting Role** do they currently perceive you (*Expert, Resource or Service*)? In what role do you see yourself? What might you want to change in their perception of your role so that you can have more impact/influence? How might you approach that objective?

5. Where is this individual now on the **Marketing Model** (*page 11*) in relation to your idea? (i.e., at this juncture, how much do they know and how much in agreement are they?)

7. What questions could you ask to include and partner with this individual (versus using the *tell/direct* approach)? Write out a few questions you might use for this purpose.



