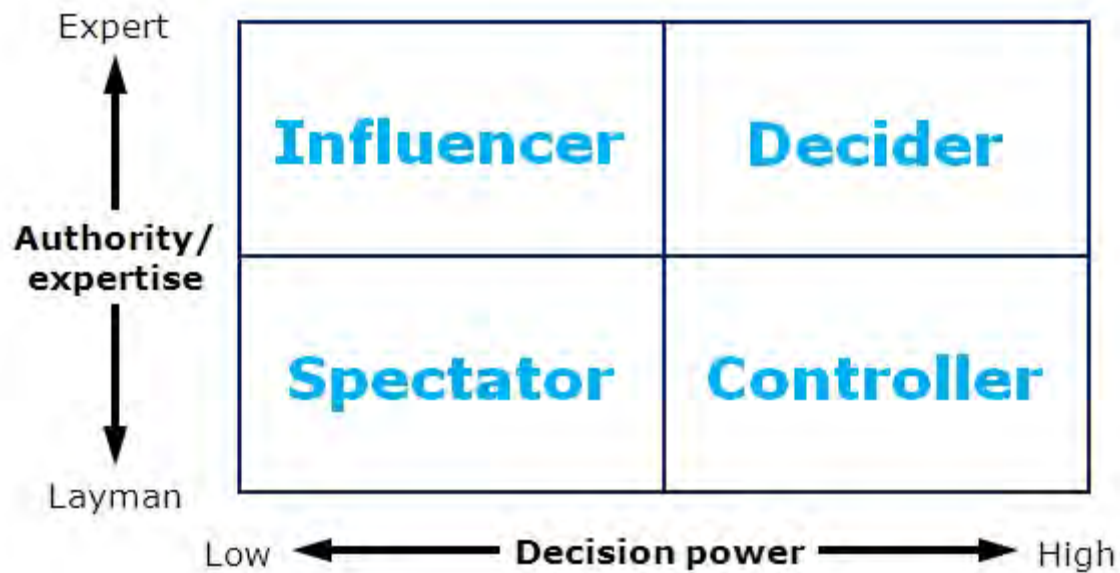


# SO WHAT DOES GOOD SALES INVOLVE?



- ◉ **OBSERVATION SKILLS**
- ◉ **LISTENTING SKILLS**
- ◉ **ORGANIZATION**
- ◉ **PERSUASION**
- ◉ **BODY LANGUAGE**
- ◉ **RELATIONSHIP BUILDING**
- ◉ **INTERPERSONAL SKILLS**

## WHERE ARE YOUR STAKE HOLDERS ON THE POWER QUADRANT?



### The Power Quadrant

In many cases the persons that demand most of your attention or ask many questions are not the ones that are taking the (business) decisions at the end of the day.

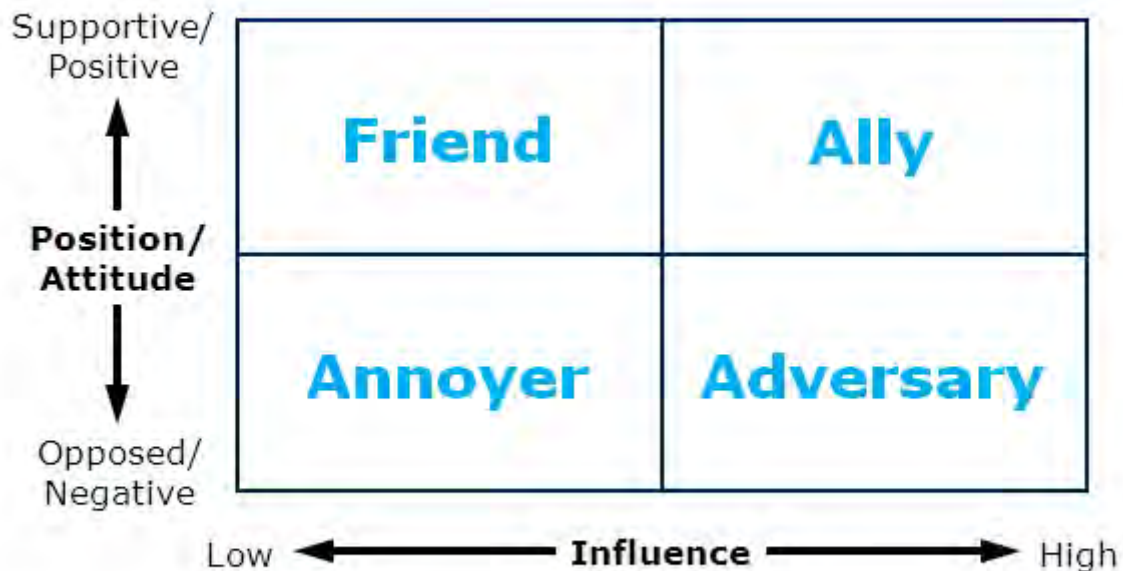
[Power mapping](#) techniques, like drawing a *power quadrant*, often lead you to a better identification and understanding of the key players in the room.

## WHERE ARE YOUR STAKEHOLDERS ON THE INFLUENCER QUADRANT?

### The Influencer Quadrant

Unfortunately, getting decisions made is not only about bringing the people with authority and power on the same page. Some of the members of your audience may have (often unspoken) reasons to support or to thwart you, or may even have the intention to hijack your presentation.

This is where crafting an *influencer quadrant* often turns out useful.



## IT'S WHAT YOU **DON'T SAY** THAT COUNTS!



LEARN TO **READ AND INFLUENCE** PEOPLE THROUGH  
**NONVERBAL COMMUNICATION.**

- ⦿ **Fact:** 90% of what we express, is communicated Non-verbally
- ⦿ Today's media tools can "lack" 90% of its initial intended meaning due to its digital format

# DO AND DON'T LIST OF ACTIVITY COMMUNICATIONS

## DO:

- Invite all stakeholders initially to participate
- Set realistic goals and objectives
- Set professional boundaries
- Use media tools professionally
- Know your audience
- Keep perspective of your goals and goals of others
- Use caution and care in decisions made

## Don't:

- Try to do it alone
- Micromanage or Dictate to others
- Assume anything!!!!
- Choose sides
- Use personal social media for professional use
- Present only your goals
- Make brash, single faceted or unsupported decisions

SCHROEDER, LISA  
REMEMBER BODY LANGAUGE IS KEY!!!!