



TEN TOP TIPS FOR SELLING IDEAS

In order to improve your ability to sell ideas or influence colleagues, think about the following points:

1. Selling is a process. When trying to influence others on a complex point, it takes time, and progress is often gradual and incremental.
2. Selling ideas is as much about the buyer of the ideas as the seller. You must ensure that you understand why people would be motivated to buy into your ideas.
3. Understand other people's motivations. In order to be an effective seller of ideas you have to understand how the other person can fit in with what you are proposing.
4. Keep it simple. If you can't put over the key points in a few minutes, you won't succeed to sell. Don't use jargon, speak in lay-person's terms and make a value-added proposition which is easy to understand.
5. Selling is about attitude and state of mind as well as skills. When you are selling you need to understand the importance of being in the right frame of mind to be successful, as your ideas must be motivational and create an emotional impact.
6. Think of selling as an intellectual challenge and not an art which only a few possess. Think through and map how the idea will be positioned, how objections will be uncovered, how long the process may take.
7. Use mapping techniques to develop a strategy on how the selling process may evolve.

8. Use multiple questions to uncover blocks or reservations so that these issues can be placed on the table and therefore more easily addressed.
9. Follow up. Keep tracking and monitoring any progress which has been made.
10. Allow the other person to save face when changing their minds. In other words, you need to allow the other person to move gradually and incrementally and the seller of the ideas needs to learn how to 'park' ideas, 'leave the door open' and revisit the issues at a later date.