

The background of the slide is a grayscale image of a pencil tip resting on a sheet of graph paper. The paper is filled with faint, handwritten mathematical formulas, including $5(x + 5y + 2x) + 2y$, $(x + 5)$, and $3a =$.

Selling To Stakeholders Formula

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The Selling To Stakeholders Formula

Maybe you're new to leading technical projects, or perhaps you've been doing this a while... Either way, our Selling To Stakeholders Formula is sure to make it easier and quicker to sell your data strategy ideas to key project stakeholders.

Discover the **4-step formula** that'll set you on your way to being the "data champion" your organization doesn't even yet know it needs!

There are usually 6 or 7 you stakeholders who must weigh-in on any big technical project you're considering for your organization. The purpose of the Selling To Stakeholders Formula is to support you in winning the approval and authorization of key stakeholders, so that you can bring your data strategy to life and implement it across your organization.

Important note: This activity assumes that you'll be presenting to (or "selling to") a small group of highly-influential stakeholders. If you are selling to a large group of lower-influence stakeholders, you'd want to re-use this formula to create an entirely separate plan for presenting to them. That's because their priorities are likely quite different than those of high-influence corporate stakeholder.

STEP 1: LIST THE NAMES OF HIGH-INFLUENCE STAKEHOLDERS.

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

STEP 2: PLOT OUT THE KEY ELEMENTS YOUR TALK SHOULD INCLUDE.

The 4-part formula for selling to stakeholders comes down to the 4 essential elements of crafting persuasive copy. If you have not heard of AIDA, let us be the first to introduce you. The AIDA formula stands for:

- 1 - Attention:** You need to quickly grab the attention of the person you are attempting to persuade.
- 2 - Interest:** After quickly capturing that person's attention, you need to draw their interest into the nature of the problem you want to solve for them. It's often helpful to share a relevant story that satisfies this objective.
- 3 - Desire:** After you've piqued their interest, you need to share your unique solution to that problem, and what solving that problem means to them in terms of dollars and cents.
- 4 - Action:** After you've got your audience member desiring your solution, you need to tell them exactly what they need to do in order to secure next steps on accessing that solution.

To assist you in coming up with ideas to satisfy each element in the AIDA formula, we've included some prompts for you to consider when filling out the the Selling To Stakeholders Formulaic Worksheet. Those are as follow:

ATTENTION - What fact, question, or statistic would shock and capture the attention of this stakeholder?

INTEREST - What educational tidbit can you use to develop the stakeholder's interest in finding a solution?

DESIRE - What is the big promise your solution offers? What is the transformation that this project will deliver to your organization? What are these worth in terms of business revenues, finances, and/or organizational efficiencies?

ACTION - What precise action do you want the stakeholder to take as a result of this talk?

Use the Selling To Stakeholders Formulaic Worksheet, found on the following page, to plot out the relevant details for each of the stakeholders you're attempting to persuade.

STEP 3: PUT IT ALL TOGETHER

Now that you've completed the Selling To Stakeholders Formulaic Worksheet, it's time for you to create an outline for your talk and begin fleshing it out. The key points of the talk should be crafted to satisfy AIDA for all of the stakeholders to whom you'll present, with two very important exceptions.

There can be only one Attention statement and only one Action statement. The Attention and Action statements need to resound with **exceptional clarity**. An Attention statement can be one clear question that shocks all stakeholders. The Action statement must be one clear call to action, telling each of the stakeholders exactly what you want them to do in order to take next steps on moving forward with your proposed solution.