

Exercise: Role Playing the Audience's Shoes

Complete this exercise using your own scenarios. Place yourself in the audience's shoes prior to approaching them to best prepare. Use a separate sheet of paper to answer these questions. Start small and build up to using it with more important scenarios.

Think of a situation in which you seek to persuade someone...

What do you seek to persuade? _____

Why is this important to you? _____

Who is the *Decision-Maker(s)*? _____

Who can advise you how to handle this scenario (Someone other than *Decision-Maker* and their key influencer)? _____

How does this impact the audience's *Interests, Wants* and/or *Needs*? _____

What obstacles might stand in the way? _____

What advantages exist that you can use? _____

What do you seek to persuade? _____

What are your strongest win-win points? _____

Who are the key influencers? _____

What are the motivations of each key influencer? _____

What advantages can you use for key influencers? _____

What disadvantages exist with key influencers? _____

What kind of rejections might you face here? _____

How will you approach the *Close*? _____

What rebuttals will you *Need* for *Decision-Makers*? _____

What rebuttals will you *Need* for key influencers? _____

How many attempts to *Close* will you commit to? _____

What can be done to help implement the YES when you win it? _____

What are your follow-up actions and timeline if YES is delayed? _____

Conduct a win/loss analysis when done and gain as many perspectives from the people involved and strengthen your skills.

You have nothing to lose by asking for what you seek!