

More about mda's "Selling your ideas" Workshop

Benefit: Ideas are our lifeblood in the knowledge economy. But having them is not enough – we have to sell them. We have to persuade other people to implement them. This workshop will help you and your staff to do that.

Introduction: Traditional sales and presentation techniques were developed to sell tangibles – cars, houses, etc. Most businesses are now concerned with selling *intangibles* – ideas. This type of selling needs specialist skills to sell to “clients” – both internal and external. These skills are needed to deal with some key issues:

- How to make something that is intangible (and expensive) seem “real” and valuable.
- You were hired by your “clients” for your greater expertise in *generating* innovative ideas. However, this expertise can actually work against you when *selling* those ideas.
- Creative people embrace risk – it’s part of being creative. Clients are trained to be risk-averse. This difference has to be resolved by the process in order to sell the work.

For: Anyone involved in developing and selling innovative ideas to clients and/or also has a responsibility for internal selling of the work.

Purpose: To improve your executives’ abilities in selling their ideas to their clients.

Objectives: The programme proceeds through a series of steps in order to:

- build an understanding of the differences in the idea generator’s and the client’s approach to meetings and presentations,
- understand the differences between the risk the idea generator takes with the idea, and the risk for the client in adopting and ultimately implementing the idea,
- sell the idea and how it will build your client’s business – which is what your client is interested in – rather than fall into the trap of just *presenting* the execution,
- use the agreed brief, not just for background, but as a key part of selling your idea,
- understand and exploit the differing roles of the idea generator’s people in the presentation,
- understand the importance of the creative rationale, and how to deliver one,
- practice the techniques of presenting.

Approach: This programme is highly practical, using workshop techniques to develop new understanding, and providing the opportunity to practice the skills taught. Participants will be asked to role-play and present work to a “client”.

Duration: Two days.

Contact details: for more about mda and our other programmes:

please call Kingsley Smith on 617 55450 731

or

Email us at kingsley@mdapac.com

or

visit our website - <http://www.mdapac.com>

or

go directly to our briefing form at
http://www.mdapac.com/send_brief.html