

# **Selling RIM to the Executive Level**

*The Power of Knowledge*

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# Agenda

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- *Know Your Audience*
- *Know Yourself*
- *Do Your Homework*
- *Tell Your Story*
- *A Framework for Buy-In*

# Know Your Audience

- ***Analytical***
  - **Statistics**
- ***Egotistical***
  - **-WIFM (what's in it for me?)**
- ***Insecure***
  - **Compliance**
- ***Easily Distracted***
  - **Photos, Charts, Graphics**

# Know Yourself

- *What Is Your Role in the Organization?*
- *Are You Alone or Working with a Team?*
- *Is What You Are Presenting Applicable to your Role?*
- *How Is Your Position Perceived within the Organization?*

# Do Your Homework!

- **Departmental**
  - ***Workflow Survey***
  - ***Time Study***
  - ***Current resources***
  - ***Task Associated with Resources***

# Do Your Homework!

- ***Enterprise Wide***
  - ***Customer Services Issues***
  - ***Productivity Issues***
  - ***Financial Considerations***

# **Don't Reinvent the Wheel!**

- ***Executive Summaries***
- ***Information Management Publications***
- ***CEO, CFO, COO Publications***
- ***Industry Experts***

***Talk The Talk!!!***

# What Triggers Buy In?



*The Human Mind Thinks in stories*

*“It is Impossible to even think without a mental picture.”*

»

*Aristotle*



**Well Known Strategic Storylines**

***McDonalds***

***“Your Kind of Place”***

***AT&T***

***”Reach out & Touch Someone”***

***Motel Six***

***“We Leave the lights on for You”***

***GE***

***“We Bring Good Things To Life”***

# Who says Business isn't Personal?

- *Capture People's Emotions, not just their intellects*
  - *US Navy*  
*“It's not just a job...it's an adventure”*

# A Framework For Buy-In

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- ***Goal Setting***
  - **Determine your buy-in objective**

# A Framework For Buy-In

- ***First step***
  - **Establish Your Strategic Storyline**

***Grab attention and communicate in “big picture” terms what the story is all about***

# A Framework For Buy-In

- ***Second Step***
  - **Develop your storyline in three chapters that target your audience's agenda**
  - **What are the needs, wants and future goals?**
  - **In the future you are projecting, what are the three most important ways in which this agenda will be fulfilled?**

# A Framework for Buy-In

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- ***Third Step***
  - **Call your audience to action**
  - **Ask for a commitment toward the action you want**

# Timing IS Everything!

- ***Springboard off an event***
  - Customer Complaints
  - New regulations
  - Missed Deadlines
- ***Know the Right Time***
  - Before Vacation
  - After Vacation
  - Day of the week
  - Hour of the Day

**Keep Your Sense of Humor!**

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*What Is a Manager?*

# “Thank You...

*“...again ARMA members for your gracious attention and response to the latest presentation. Please feel free to contact me directly should you need additional information and/or materials to share with your organization. I would also be most pleased to assist you with needs assessments. I look forward to future presentations and workshops. If there are specific topics you would like to see and/or learn more about, drop me an email with your suggestions and check back to the Boston Chapter web site for future events!”*



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