Selling Ideas the HBDI way . . .

Do you have an idea that you really want "buy-in" from your boss, your peer, your spouse, your child, etc.? You want them on your side, right! Think about what they want; what they need to hear. What they need to know? Are they an analyzer/ an organizer/ a socializer/or an improviser? Cover all of the bases-start with what you think is most important to them-but, use all of the thinking preferences to be sure to cover their second, third, and even fourth comfort level.

Include:

. Give them data and technical information; provide specifics
. What's in it for them? How are they going to benefit? Give them references and tell success stories.
. Build trust and creditability with them. Be sure they are comfortable. Build rapport. Be sure they understand that you care about them and their needs.
. Let them know this is a new idea; cutting edge information (if it is), show them the "cool stuff" associated with your idea. Give them a "big picture" view. Show that you are confident.

Do your homework! Be successful. Good luck!

To view a short video demonstrating an example, go to: www.hbdi.com/Resources/videos, scroll down to "How to Sell Your Ideas"

Contact Dianne Aucamp for additional information